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THE  
**WORLD  
CLASS**  
BUSINESS OWNER  
COURSE

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## **Messaging for Advertising and Marketing**

This exercise is meant to stimulate your thinking and make sure you are including strategic insights from the Ten Values of Excellence in your advertising messaging. While there are likely many positive aspects to what you do, the temptation is to talk about all of the features and benefits of your products and services when you advertise. Not only will this bore potential customers, they might unconsciously turn off to your brand because they don't see what's in it for them in the first few seconds.

This exercise will help you consider and test various advertising messages from different perspectives – some of these may be redundant, some messaging completely different. Each should be given attention and priority in your advertising and marketing strategy.

### MESSAGE FOR YOUR TARGET CUSTOMER GROUP

Your challenge is to craft your messaging to highlight points that your target customers can instantly connect with and are specifically interested in.

In our previous exercise on customer group profiling you have identified the top values of excellence each of your target customer groups are interested in.

Restaurant Example:

Target Customer Group - *Restaurant Morning Breakfast Customers*

Interested in TIMELINESS and EFFICIENCY (Getting in and out fast before they go to work).

***“You have time for breakfast! Maggie’s Bistro – fastest breakfast in town.”***

Tire Store Example:

Target Customer Group – *Tire Buyers Looking For Low Prices On Tires*

Interested in VALUE pricing

***“Because Tires Shouldn’t Cost So Much”***

YOUR MESSAGE FOR YOUR #1 TARGET CUSTOMER GROUP

Target Customer Group:

Most Important Value of Excellence to this customer group:

**Advertising message:**

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MESSAGE FOR COMPETITIVE DIFFERENTIATION

Messaging to separate yourself from the competition takes two forms;

- 1) Message to emphasize your strengths compared with your competitors
- 2) Message to mitigate for your competitor’s strengths

- 1) Example: (Connection – Ease of Access) Restaurant/Club Hours

***“San Diego’s Latest Late Night Club – Our Kitchen Never Closes”***

- 2) Example: (Quality of selection compared with big box retailers)

***“Every iPhone Accessory Always In Stock”***

YOUR MESSAGES FOR COMPETITIVE DIFFERENTIATION:

- 1)
  - 2)
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### MESSAGE TO EMPHASIZE YOUR STRONGEST SATISFACTION ATTRIBUTES

Your Biggest Overall Customer Satisfaction Strength (highest question score from audit)

Example: ***“The Friendliest Restaurant In Town”*** (High Scores – Self Management Courtesy, Service etc.)

Example: ***“The Technical Answers You’re Looking For”*** (High Scores Quality – General Systems Knowledge of Staff)

Message to highlight your biggest strengths:

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### MESSAGE TO MITIGATE FOR LOW SATISFACTION SCORES

If an identifiable negative Return & Recommend rate has developed with specific complaints about your business it will be important to let customers know you heard them and are addressing their complaints

Example: ***“We heard you – Free dessert if you wait more than 20 minutes for your meal”***

Example: ***“We’re going back to the start”*** (Chipotle Mexican Grille after hundreds got food poisoning at a few of their stores).

Example: ***“Under New Management”***

### MESSAGE TO EMPHASIZE NEW IMPROVEMENTS OR RECENT CHANGES

If you have recently added or changed anything with your business – especially as a result of the processes in this course.

Example: ***“Try Our New Sommelier Select Wine List”***

Example: ***“Meet Robert Cunningham – Our New Head Of Web Design”***

Example: ***“Meet The New Non-Invasive Glucose Monitor”***

Tip: Combine various messaging to incorporate as many of these perspectives as possible into one or two advertisements that can become the basis of a complete branding campaign.

Your goal here is to align your products and services with what your key customers groups want most (product and service profiling), distinguish yourself from competitors (competitor analysis) and emphasize your biggest satisfaction strengths (your satisfaction audit highest scores) as well as new improvements to your business – recent changes your customers need to know about.