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MESSAGING TIPS

Messaging can make or break your marketing campaign. Most importantly, remember to keep it simple and avoid jargon. While technical lingo may be appropriate around the office or while speaking to colleagues, it will probably alienate your target audience.

Effective Messages

Clear and Concise. Does the audience get the message, the main idea, the point? What does the message instantly communicate? Avoid jargon and technical lingo.

Makes a Connection. Not only does the audience “get it,” but it resonates with them, has meaning and significance for them, and usually triggers an emotional response. When connection is there, it will spark new behaviors and actions.

Has Credibility. The audience believes who is saying it, what is being said, and how it is being said. Even if the audience understands and connects to your message, they will completely disregard it if they don’t believe it is coming from a credible source.

Is Contagious. You want your audience to catch the message and spread it around. To be contagious, a message has to be energetic, new, different, and memorable. It should also evoke a vivid emotional response, have “talk” potential, and motivate the target to do something.

3 Keys to Successful Messaging

1. Speaks to the self-interest/motivation of the target audience.
2. Relatively brief (25-30 words).
3. Repeated over and over and over and over...

