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customers
connections
clarity

Our Messaging Approach

Crafting Compelling Messaging
Using the Voice of the Customer

Who We Are

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We help companies connect with customers to create and deliver clear and compelling products, services, and messaging. We help to define the right products and also talk about them in a way that makes sense. And we deliver actionable plans to bring the new idea to life.

What is a Messaging and Positioning Framework?

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- Serves as the blueprint for all future marketing programs, materials and communications
- Used internally as the foundation from which all marketing messages are derived.
- Main framework elements include:
  - Messaging and positioning drivers and Inputs
    - » Identification of the target market
    - » Description of the business challenges in terms that are meaningful to a customer
    - » Description of how Kenshoo's offerings address the primary customer problems
    - » Specific differentiation against competitors
    - » Differentiated high-level benefits delivered to customers
  - Messaging platform
    - » Positioning strategy
    - » Value proposition statement
    - » Key messages

Clearworks Value Proposition & Messaging Methodology

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- Review existing business plans, marketing materials and other related documentation, research
- Conduct secondary research to review competition, messaging, and market drivers
- Conduct interviews with customers and prospects to drive rich insights on value proposition, perceived benefits and messages that resonate with the target audience and feedback on brand as it relates to desired positioning
- Facilitate onsite strategy workshop with key team members
  - Gain a better understanding of strategy, target market (s), solutions, competitive differentiators, etc…
  - Conduct branding exercises to guide “who you want to be” which will help with tone in value proposition and messaging
- Draft positioning and messaging framework document for review and approval
- Test key messages with customers and tweak as needed based on results
- Deliver on-site presentation of framework and recommendations

Phased Approach to Value Proposition & Messaging Development

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Why Talking to Customers is Essential

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- Ensures that positioning and messaging addresses customer pain points and what customers want
- Minimizes the risk associated with internal stakeholders “guessing” at the compelling messages
- Taps into actual “buyers” that are going to purchase the product or service
- Helps us learn what we don’t know that we don’t know
- Helps uncover competitive differentiators in the eyes of the customer
- Allows the company to “speak” to the customer in a way they understand and that generates excitement and interest from prospective customers
- Allows customer to help determine whether or not “who company wants to be” matches the market perception
- Uses trained moderators to get customers to say what they might not tell you themselves

Why Clearworks?

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- Extensive experience in messaging and positioning for companies and products
- Smart and passionate about helping clients demonstrate value of their solutions
- Ability to quickly understand products and technologies and provide immediate value, requiring little direction
- Product managers with marketing & research expertise
- Ability to capture & understand customer pain points; quickly develop an approach and an analysis that addresses needs and concerns and positions Kenshoo in a compelling way
- In-depth marketing experience for technology companies worldwide helping companies quickly and effectively go to market with products and services
- Flexible and able to quickly pull together projects and generate quality results in a short timeframe
- Years of experience successfully working virtually with clients around the world

Value Proposition & Messaging Clients

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"Clearworks developed a tailored research strategy to achieve deep customer insights that were vital to our positioning and message development, and subsequently helped us to create powerful, customer-focused collateral."

Mark Culpepper, Vice President, Marketing, SunEdison

"The Clearworks team does an excellent job helping us incorporate the voice of the customer into our services, process and messaging. They take a creative approach, tailoring a variety of research techniques to different audiences and objectives to generate rich insights."

Catherine Moon, Director, Symantec

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We help our clients connect with their customers to create clear and compelling products, services and messages. We get what it takes to bring a product or service idea to life and how to create an actionable plan to get there. We understand what you need to know and how you're going to use that information to make decisions. Let us bring clarity to your products and services.

Reach us at:
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