



Are Your Prospects Responding With ... “Tell me more”?

In the Marketing Sherpa B2B Marketing Benchmark Report, CMOs rated multichannel messaging as the most effective tactic for increasing engagement. The authors of the study go on to say ...

“When your targets receive the same message from you via multiple channels, you create a consistent and engaging experience.”

What does an engaged audience mean to your business?

It’s an audience that is saying, “Tell me more.”

It means that your message is initiating conversations with potential customers.

Now more than ever, buyers are able to research products and services online without ever speaking to a salesperson. This shift to self-service has created a great need for organizations to develop messaging that engages, educates and convinces prospects to learn more. Here are a few tips for generating a strong messaging foundation from which you can generate a higher level of engagement:

- 1. Initiate a messaging development process that starts with a clear, complete view of your ideal customer.** Make sure the value your product/service provides and the reasons your prospect should believe in that value are based on real insight and represent the voice of your customer.



2. Craft messaging that clearly illustrates and substantiates your key point of difference.

To make your message engaging, you must speak to your prospects in a way that clearly communicates a new, better, smarter, more effective way of solving a problem they believe “must” be solved.

3. Construct your content development strategy around core messaging pillars. Generating engaging content that doesn’t tie back to a problem you solve – with the solution you offer – is simply free advice. Content that

is derived from a clear and compelling messaging foundation, be it a white paper or video, can educate and engage your audience around a topic that can eventually lead to a sale.

Converting compelling conversations into customers is all about engagement. When your company takes the time to infuse foundational messages into communication vehicles that span multiple channels, you’ll generate more conversations ... and in time ... more customers.

