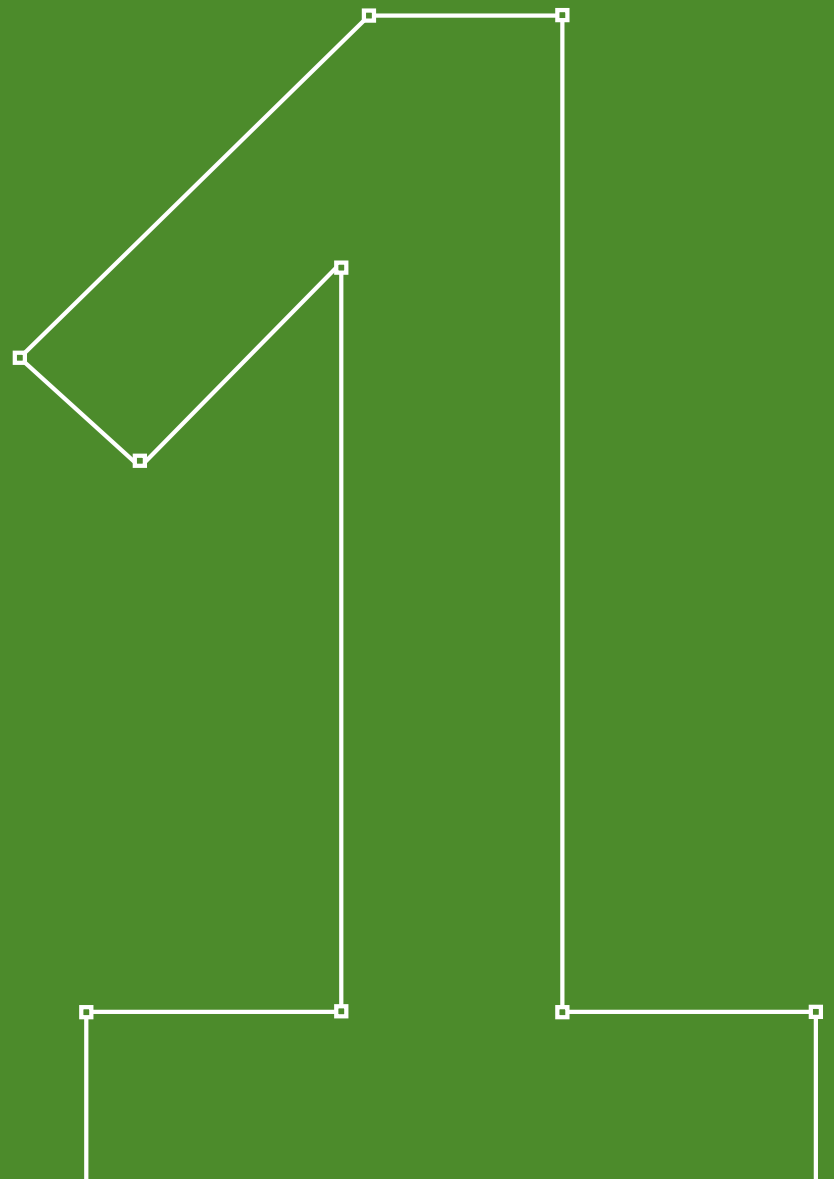


# That One Thing

Discover the single action you must take to achieve a higher return on every sales and marketing investment you make.



onmessage<sup>x</sup>

I'm sure you have a long list of initiatives you believe will drive a higher return on marketing investments, improve your customer experience and accelerate business growth.

On this list, many marketers and business executives will include more:

- > Social media activity
- > Website updates and content
- > Digital advertising campaigns
- > Email marketing programs
- > Search engine optimization
- > Marketing automation
- > Content development

On the surface, investing in these areas makes sense.

The reality is that these investments may or may not move the needle. You might be surprised to hear that these investments, made at the wrong time, may actually hinder short-term and long-term growth rather than increase business performance. You may actually be wasting money and still not be addressing the ONE thing standing in the way of business growth at your company.

You're probably thinking: *Wait a minute*. All the research and marketing experts are saying these are the areas to invest in. That is true. But what the experts are assuming is that you have already done that ONE thing.

The background consists of three overlapping triangular shapes in different shades of green. A light green triangle is at the top, a medium green triangle is at the bottom left, and a dark green triangle is at the bottom right. The text is positioned in the upper left area of the light green triangle.

# What is that one thing?

Develop a clear,  
compelling and consistent  
corporate message.



The truth is that without this ONE thing — you will simply be turning up the volume on fragmented and ad hoc messaging that may or may not resonate with your target audience.

**Launching a new website** will not produce material results if the messaging throughout the site does not engage and convert customers.

**Increasing social media activity** can create more confusion than clarity around your brand if it is not aligned with your corporate message.

**Producing more content** that is not aligned and connected with strategic corporate messaging will simply create more noise.

**Automating more marketing campaigns** may be a waste of time if the messaging contained within these campaigns is not meaningful or relevant to your target audience.

**Increasing search engine optimization** won't produce measurable results if the messaging used to convert traffic is not aligned with what you do and the value you deliver.

I could go on and on, but you get the point. On the surface, logic says that if you make incremental investments in these other areas, you should attract more customers and grow your business.

However, investments in areas designed to “deliver” your story will only produce maximum returns if the corporate message you are delivering is clear, compelling and consistent.



# So the question is: Have you done that one thing?

- > When was the last time you “vetted” your corporate messaging?
- > Do you know if your corporate messaging is fully aligned with your current go-to-market strategy?
- > Do you know if your corporate messaging is effective?
- > Do you know if the message you are sending is relevant and resonates with your target audience?
- > Does your corporate messaging speak to current customer needs and pain points?
- > Do you know if your message contains clear points of difference?
- > Have you validated if the message you think you are telling is actually what customers are hearing?

Answers to these questions have a direct correlation to the return you can expect to achieve on the sales and marketing initiatives you execute.



## Still not convinced this is the one thing you need to do?

OK. Let's continue the discussion.

As you know, today's business environment is changing faster than ever before. And most companies' corporate messaging doesn't keep pace. Just think about all the changes that have transpired in your company in the last 12–24 months?

- > Organizational changes
- > Leadership changes
- > New products and services
- > Product updates and enhancements
- > Mergers
- > Acquisitions
- > New competitors
- > New geographic markets

These and many other changes have a direct impact on corporate messaging. As a result, at most companies, the messages that are being delivered throughout the buying process and customer experience are out of date, fragmented and disjointed at best.

Let's talk more about change. Why? Because it directly relates to how crucial this ONE thing is to your sales and marketing success.

There have been dramatic changes in the way prospects and customers consume your corporate message. Technology and new media have fundamentally altered the buying process and customer experience. The sheer number of ways prospects and customers learn about your company and engage with your corporate story has exploded.

In fact, companies are using more channels to deliver their corporate message today than ever before. This only multiplies the problem and elevates the need to do this ONE thing. Not only is the current corporate message at most companies out of date, fragmented and disjointed, now those messages are being amplified through an exponential number of communication channels. The result: increased customer confusion and decreased return on sales and marketing investments.

Thus making that ONE thing — developing a clear, compelling and consistent message — that much more important.



# Let's go back to where we started: your sales and marketing initiative list.

Executives usually want you to fix those things that are the most visible. They want to invest in all the new delivery channels that are now available. They want to invest in things that will get the corporate message out.

And there is nothing wrong with that. If you have done that ONE thing.

So, just a few more questions before you finalize your plans.

Ask yourself ...

> **Isn't our corporate message the ONE thing** that has the single largest impact on lead generation, sales effectiveness, converting new customers and building lasting relationships with the customers we already have?

> **Isn't our corporate message the ONE thing** that will truly drive a higher return on our marketing investments, improve our customer experience and accelerate business growth?

If you answered “yes” to these questions then do the right thing, and move this ONE thing to the top of your initiatives list.

This ONE thing will make the return you achieve on every other sales and marketing investment that much greater.



### About OnMessage

OnMessage is a messaging infusion company with a proven model for helping you develop a clear, compelling and consistent corporate message. Our methodology aligns your company's strengths and true points of difference with customer needs to create a messaging platform that elicits optimal engagement throughout the customer experience. This methodology, when combined with our organizational change, sales enablement, content development and brand integration services, enables you to achieve a higher return on every connection you make.

We do this through five highly integrated service offerings that enable you to:



- > Develop and deliver a clear, compelling and consistent corporate message
- > Train employees so they can bring your corporate message to life
- > Provide sales with engaging messages, stories and tools
- > Extend and amplify your story with compelling content
- > Integrate your corporate message with captivating brand creative

By partnering with us and infusing consistent messaging in all five of these areas, you can create a differentiated customer experience that will accelerate business growth.

### For more information

For more valuable and informative resources that can help you improve your customer's experience, go to: [itsonmessage.com/resource](http://itsonmessage.com/resource)

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## JAMES O'GARA

OnMessage President and Founder

James O'Gara is the president and founder of OnMessage — a messaging infusion company. Under his leadership, OnMessage has developed a proven model for helping companies develop a clear, compelling and consistent message. With almost 25 years' experience working in business and marketing leadership positions, O'Gara is known and respected for building collaborative relationships with executive teams that result in highly effective go-to-market, messaging/positioning and demand generation strategies.