

# Messaging PLAYBOOK

## Design Factors

- Engagement
- Encoding
- Storage
- Retrieval

# Modular

Assembled by Audience

## AUDIENCE

01

**Marketing** - Brand, Solution, ABM  
**Sales:** Inside, Field, Regional, Global  
**Agency:** Ad, PR, AR, Digital, Web

## FORMAT

02

Documents	Modular
Templates	In-context
Portal, mobile	On-demand
Interactive	

## Marketing

03

- Messaging Framework
- Brand messaging
- Mission / Vision
- Themes
- Personas
- Buyer Journey Map
- Product/Service/Solution
  - Value Propositions
  - Positioning
- industry messaging
- PR core messaging
- Stories - Customer Success

## Sales

04

- Brand messaging
- Themes
- Personas
- Sales Plays
- Buyer/Sales Process Map
- Product/Service/Solution
  - Value Propositions
  - Positioning
- industry messaging
- Stories - Customer Success
- Capability presentations
- Sales messaging
- Contact Cadences & assets

## Content & Sales Tools

05

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| <ul style="list-style-type: none"><li>• Customer-Facing</li><li>• Internal Sales Assets</li><li>• Interactive assets (calculators)</li><li>• Slide Repositories</li></ul> | <ul style="list-style-type: none"><li>• Proposal templates</li><li>• Personalized video scripts</li><li>• Discovery Questions</li><li>• Stakeholder maps</li></ul> |
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