

HOW TO GUIDE

Develop effective key messages for your organisation

Crafting key messages is essential to effectively communicate your business's value.

It's about clearly expressing who you are, what you do, and why it matters to your audience.

Whether you're promoting a product, service, or cause, your messaging plays a huge role in connecting with customers, building trust, and achieving your goals.

Here's how to create those key messages that are easy to understand and implement:

1 Understand your **audiences**

Before writing anything, get clear on who you're speaking to – stakeholders, employees, customers, media, board members etc.

What are their needs, concerns, and values? Tailor and refine your messages so that they connect with your audiences and speak to what matters most to them.

2 Clarify **organisational goals**

What do you want to achieve with your messages?

Whether you're raising awareness, encouraging action, or building trust, your key messages should help you achieve these goals.

3 What makes you **unique?**

Think about what sets you apart from competitors.

What do you offer that others don't? Make sure your key messages emphasize these unique selling points.

4 Keep it **simple**

Messages should be easy to understand.

Avoid jargon or complex language; just get straight to the point. The goal is for anyone who reads your message to quickly grasp what you're saying rather than spending time trying to work it out.

5 Focus on the **benefits**

How will your product or service help?

People want to know how your product or service will make their lives better. Highlight the benefits and how you solve problems or meet their needs. Show them how you're improving their world.

6 Be **consistent**

Your messages should match your brand and values.

Consistency helps build trust and recognition. Stick to the same core ideas and tone throughout your communications.

7 **Back up** any claims

Use data, testimonials, or examples to support your messages.

The more proof you have, the more credibility your business gains, making your messages more convincing.

8 Set the **right tone**

The way you speak matters.

Your tone should match your brand and feel natural to your audience - whether that's friendly, professional, or casual. Make sure it resonates with the people you're talking to.

9 Test and **adjust**

Once your messages are ready, test them out with a small focus group from your audience.

Gather feedback and adjust your messages accordingly before going public with them.

10 Stay **flexible**

Communication isn't one-and-done.

Monitor how your messages are received and tweak them as needed. Be open to adapting and changing based on feedback or changes in your industry.

By following these steps, you can create clear, impactful messages that help your audiences understand what your organisation does.

Strong messaging is crucial for building trust, connecting with customers, and driving your business forward.

If you would like to know more about how we can help you with your strategic communication objectives, don't hesitate to get in touch with michael.gregory@limitlesspr.co.uk

