



# ARE YOU PROUD OF WHAT YOUR BRAND IS SAYING TO THE PEOPLE WHO MATTER?

The Quick Guide to Effective Brand Messaging

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## The opportunities to communicate with your new and current customers today are endless.

You do it when they visit your website, when they scroll, when they check your socials, read your content, watch your videos and eventually, when your team picks up the phone when they call you!

HOWEVER, what you say at every touchpoint is crucial – each word, each phrase can turn a stranger into a paying customer OR turn them away towards your competitors.

So, the question you need to ask yourself and your team is:

**Are you proud of what your brand is saying to your customers?**

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## Your customers need to hear from you.



For your potential customers to know who you are, what you do and how you can help them, they need to hear from you. By engaging these people, you can generate more leads and increase your sales.

You already know how amazing your brand is, and how valuable your products and services are – but your customers don't.

**So, you need to tell them – and give them a reason why.**

You must be able to reach your audience and explain that your brand will be a relevant and beneficial addition to their lives – no matter whether they're B2B or B2C.



This MAY seem simple. But one of the most common problems that businesses encounter – *believe me, you'll be surprised with how often this happens* – is that they're sending the right message to the wrong people OR they may be sending the wrong message to the right people.

Remember: it's not just WHAT you say that's important – it's also HOW you say it and WHO you say it to that makes a lot of difference.

Yes, your customers need to hear from you.

**But you need to send the right message to the right people so they're inspired to pay attention and act.**



**First, let's talk about your customers.**



The goal of every business is to generate more interest, make more sales and earn more revenue.

**To achieve this goal, you need interested customers.**

However, today's customers are complex, time-poor and suspicious. Connecting with them requires an effective marketing strategy. You need to make sure that they can find your brand and that you make a VERY strong impression once they do.



## 3 things that you need to know about your customers:

- 1. where they are:** *are they online? Offline? Which platforms do they use?*
- 2. their pain points and challenges:** *what are their issues? Problems?*
- 3. how you can help them:** *how does your product/service address their pain points?*

Once you understand these things, you're one step closer to effectively communicating with them.

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## What should you tell your customers?

Your customers see a lot of messages every day, and it's quite easy to get lost in this sea of noise without getting noticed.

To stand out, you must be able to deliver your marketing messages in a way that resonates with your audience and sticks with them long enough for them to consider your brand **RELEVANT** in their lives.

Not only should you be able to explain who you are and what you do - you should also be able to clearly articulate how you can benefit them directly.

This is where effective Message Marketing comes in.



# What is Message Marketing?

Message Marketing is the strategic business practise of using consistent and relevant messages across your entire business' communications to tell a unique story that will help your audience build a clear understanding of your brand.

## Message Marketing consists of four elements:

- creative direction
- marketing consultation
- content marketing strategy
- copywriting services



# 1. Creative Direction

Who can have marketing without creative direction?

**Creative direction is all about incorporating imagination and innovation into your messages so that your brand is always unique and intriguing.**

At Melotti Media, we produce different types of captivating content that draws your audience's attention to your business through fresh and exciting ideas. We do this by crafting a clear marketing message that tells people why they should consider your brand and explains the relevant benefits of the solutions you provide.

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# 2. Marketing Consultation

To improve the way your brand communicates with customers, you need to assess your current approach and determine what works and what doesn't. From here, you can look to the horizon and determine where you want to be as well as how to get there.

**Marketing consultation involves providing strategic direction for campaigns, goals, objectives and tactics.**

We offer content marketing and strategy services because we believe impressive marketing always starts with a solid marketing strategy and a comprehensive content marketing plan. As message marketers, the Melotti Media team knows that a well-thought-out message will empower your brand to communicate with your target audience in a relatable and consistent way.



### 3. Content Marketing Strategy

Content marketing strategy is about reviewing your omnichannel approach and determining which channels best suit the delivery of your messages to the right people, at the right time, in the right format.

Through message marketing, the Melotti Media team assists businesses like yours to create a seamless customer experience across every platform and at every stage of their customer journey - from stranger to lead, prospect to customer and finally, advocate to raving fan.

**By tailoring your messaging according to your customer's needs, we make sure that your messages work effectively across all of your preferred channels.**

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### 4. Copywriting Services

Now it's time to write the right words based on the above three essential foundations.

**Copywriting refers to the process of turning words that describe your phenomenal brand into powerful messages that make a big impact on leads, customers and clients.**

With Melotti Media's marketing approach, our copywriting services produce quality marketing content that connects you with a wider range of audience members, positions your products and services as the best in the market and presents your business as a leader in your industry.



## How can your brand use Message Marketing?

Through well-chosen words, a unique tone and a clear, effective message, you can establish your brand, products and services as viable options. It comes down to choosing the right words, in the right format, to use at the right time, to connect with the right people.

**When this is done well, your customers will see you as RELEVANT to them and choose you.**

The words you use across all of your channels tell your brand's story. So, you should be able to articulate it in a creative, strategic manner that will drive sales and help you grow your business.

These words will then guide your customers through their whole journey. From awareness to consideration to conversion, Message Marketing is your brand's marketing foundation.



**At Melotti Media, we're  
Message Marketers.**

We help brands like yours come up with core messages that will make your brand relevant and help you make a big marketing impact.

We believe that it takes more than just clever copywriting and publishing worthwhile content across all viable platforms. We believe in starting from your brand's foundations – coming up with effective core brand messages that can guide you towards telling the perfect story to your customers.

**This is why we offer our unique service: the Core Messaging Strategy.**

It's your brand guidelines, but for tone of voice, hero statements, communication personality, elevator pitches and wording.





## Developing your brand's unique core messaging is essential.

To write content that you will absolutely be proud of, it is important to first define what your brand wants to communicate.



For instance:

- What makes your brand unique?
- What are your key principles?
- Who is your ideal audience?
- How do you want to position your brand?
- Where is your brand heading?

Your answers to these questions serve as the foundation to your overall marketing.

*It will help you share messages that you will be proud of.*

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# Melotti Media helps you articulate your brand's message in a relevant way to customers



We understand how today's market works and what your audience expects from your brand. We also take the time to understand your brand so we can develop an effective way to tell your story.

We collaborate and strategise with you so we can capture your brand's essence and effectively articulate how phenomenal your products and services are.

Then we help you educate, entertain and engage your audience with quality copywriting and effective content marketing strategies.

Our team at Melotti Media works hard to make Message Marketing work for you – we do what we do best so you can focus on what you do best: growing your business.

**Want to be proud of what your brand is saying to customers?  
Let's make it happen!**



## Let's have an initial chat

To engage your customer and achieve ongoing business success today, you need a powerful message, quality copywriting and consistent content. However, this is easier said than done.

Perhaps you're time-poor and spread thin, or writing may not be your expertise.

So, let us take care of your message marketing, copywriting and content marketing needs!

For more information or to speak to a quality marketing copywriter to get the results your business deserves, contact me now at [chris@melottimedia.com.au](mailto:chris@melottimedia.com.au).

Our Message Marketing services can sharpen your words to achieve your goals, today.

**Christopher Melotti**

Melotti Media | Copywriting & Message Marketing Bureau

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**Got a question, need a quote or have a brief?**

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