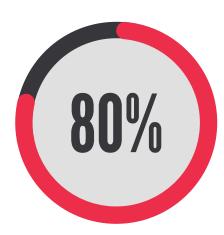


MARKETERS STRUGGLE WITH **MESSAGING**



OF MARKETERS AND **ENTREPRENEURS** RECOGNIZE THEY NEED HELP WITH MESSAGING



RATE CUSTOMER-CENTRIC MESSAGING AS EXTREMELY OR HIGHLY IMPORTANT



MARKETERS COMPARE MESSAGING TO THEIR

EXCELLENT 7.5%

ABOVE AVERAGE 32.5%

42.5% **AVERAGE**

17.5% **BELOW AVERAGE**

This study revealed a major gap between perceived need and purchase behavior

Top 3 issues are messaging, strategy, and brand story until its time to pay for help, then it's all about tools & finding the right customers.



WHERE MARKETERS STRUGGLE IS NOT ALIGNED WITH THE HELP THEY SAY THEY NEED

What marketers NEED

What marketers will PAY for

MESSAGING RA RA RA RA RA RA RA

STRATEGY RARRA RAR

BRAND STORY, COMPANDED TONE, GOOD COPY

CUSTOMER PERSPECTIVE

POSITIONING RARRA

TOOLS, BEST PRACTICES, TIME

FINDING THE RIGHT CUSTOMER

STAKEHOLDER ALIGNMENT

MESSAGING 22 22 22 22 22

TOOLS, BEST PRACTICES, TIME

FINDING THE RIGHT CUSTOMER

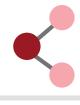
BRAND STORY, CONE, GOOD COPY

STRATEGY & &

POSITIONING & &

CUSTOMER PERSPECTIVE

STAKEHOLDER ALIGNMENT



KEY INSIGHTS & TAKEAWAYS

Average messaging

are not a

Stakeholder alignment is critical, but undervalued.

Tools