



MARKETERS STRUGGLE WITH MESSAGING



OF MARKETERS AND ENTREPRENEURS RECOGNIZE THEY NEED HELP WITH MESSAGING



RATE CUSTOMER-CENTRIC MESSAGING AS EXTREMELY OR HIGHLY IMPORTANT



HOW MARKETERS COMPARE THEIR MESSAGING TO THEIR COMPETITORS



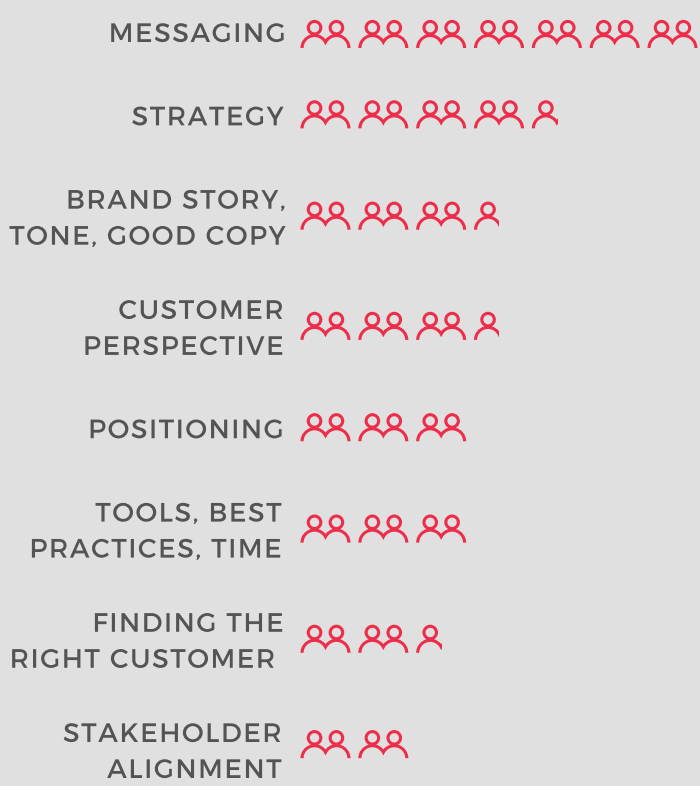
This study revealed a major gap between perceived need and purchase behavior

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.

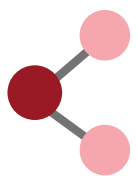


WHERE MARKETERS STRUGGLE IS NOT ALIGNED WITH THE HELP THEY SAY THEY NEED

What marketers NEED



What marketers will PAY for



KEY INSIGHTS & TAKEAWAYS

1

Average messaging isn't good enough and won't scale.

2

Tools are not a replacement for great strategy.

3

Stakeholder alignment is critical, but undervalued.