



Marketing Message Creation Worksheet

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This worksheet will help you create benefit driven marketing messages for your business.

1. Describe your business in 50 words or less.

This is a warm up question to start you thinking about your business.

2. Describe the solution/s your business provides in 30 words or less.

Now we start to think of your business as a provider of solutions and give you less words to describe it.

3. Identify features and benefits

List the features of your product or service and then identify the benefit to the customer of each feature.

Feature	Benefit

4. Know your competition

List your top five competitors and the main benefit they promote in their marketing messages.

Competitor	Benefit
1.	
2.	
3.	
4.	
5.	

5. Know your target market

Who is your target market? Write down everything you know about them. Include demographic (age, sex, income etc), psychographics (interests, activities etc) and behavioural factors (purchase behaviour, usage rates etc)

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6. Identify three key benefits your target market value the most.

Benefit 1	
Benefit 2	
Benefit 3	

7. Look through your answers to all previous questions and identify one key benefit that is valued by your target market and not promoted by your competition.

Single Benefit	
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8. Key Message brainstorming

Write down as many promotional messages using 10 words or less that:

1. Communicate the single benefit identified in Q7
2. Communicate what customers can expect from you.

With brainstorming there are no right or wrong answers, just write down whatever comes to mind.

9. Select your favourite message

Choose your favourite message from Q8 and write it down below.

Congratulations, you now have a benefit focused marketing message you can use to promote your business.



MarketingHQ is a Sydney based marketing consultancy that provides strategic marketing solutions to small and medium sized businesses.

Contact us:

Ph: (02) 9144 6856

E: info@marketinghq.com.au

W: www.marketinghq.com.au