




# Key Marketing Messages



Most brands/companies tell people why they should buy their product or service. Those reasons are known as enablers. However, another effective approach is to start with defining your blockers – that is, the reasons why people WON'T buy your product or service. From there, you can formulate strong positive spins on each, which becomes key marketing messaging that addresses potential audience concerns before they come up.

Use the template below to define the blockers, or barriers, to your business, then have a think about ways those blockers are addressed to provide value to your target customers. We've filled in the first one as an example.

 Blockers/Barriers	 How do you address the blockers/barriers? What is the value passed on to customers?	 Final messaging
No physical office space	We don't have a physical office space, but we ensure team cohesion with regular weekly catch-ups, group virtual brainstorm and constant ongoing communication. It means we don't have office rental overheads, which means more cost-effective pricing to our customers.	We are an entirely virtual team, offering big agency experience, without big agency overheads. That means more value for your marketing investment.