

The Super Powers of Über-Messaging

Creating & Leveraging Messaging that
Engages, Differentiates, & Converts



The Marketing Content Challenge

It's never been more difficult to capture and keep the attention of prospects and customers, in our fast paced, short-attention spanned, digital world. Consider this:

- **67%** of the buyer's journey is done online (Sirius Decisions)
- **74%** of business buyers do more than 50% of their research online (Forrester)
- **57%** of the purchase is made before the first sales call (Harvard Business Review)

This presents us, as content marketers with some strategic, compelling questions – every day:

- How can I make sure my target audience will want to **read my content**?
- How can I tell my story in a way that **sets me apart** from the competition?
- How can I get them to **click on that CTA button**?

Cracking the Algorithm

The Über-Messaging™ approach helps us marketers crack the algorithm of our marketing story, and **streamline the creation** of all our marketing assets – whether blog, infographic, value proposition, website content, ebook – or overarching company and/or product story.

With the Über-Messaging Document in hand – we are ready to **align messaging** with all internal stakeholders, from corporate marketing to product marketing to sales – to ensure consistency of the message at all touchpoints.

In this workshop, we will cover:

- Today's **best practices** for creating marketing stories that engage, differentiate, and convert;
- How to leverage the Über-Messaging™ approach for **streamlining content** creation, as well as for creating a **robust content strategy** and **plan**;
- **Processes** and **templates** for getting started on your Über-Messaging™ journey, right away – with ease . . . and **have some fun** along the way!

Want to hear more about it? Get in touch at: studio@studiogmarketing.com