THE BLUEPRINT FOR BRAND MESSAGING:
6 STEPS TO YOUR MPF



STEP 1: DISCOVERY

Start with research:

- Your product
- Your audience
- Pain points + use cases
- Business goals
- Market trends
- Competitors



STEP 2: ALIGNMENT

Based on your research, identify the key strategic insights and overarching brand goals that will inform your messaging. Bring in leadership, stakeholders, and customer-facing teams to get everyone on the same page.



STEP 3: WRITING

With the direction from the broader team in hand, get to writing. Start high level. Record the value props and key features you want to highlight before you start trying to describe them. Then write, edit, and repeat until you like draft 1.



STEP 4: REVIEW

Get feedback. Start small with your marketing team. Once you've polished a draft you all like, loop in broader stakeholders and cross-functional leaders for fresh perspectives. Ask for feedback on clarity, consistency, and impact. Refine based on input.



STEP 5: IMPLEMENT

Put your messaging to work! Try using it on landing pages and emails. You'll know pretty quickly if it doesn't work as well as you'd hoped. Refine your copy where needed. Launch the versions you like!



STEP 6: MEASURE & REFINE

Watch your metrics, see what resonates. Make changes based on what you learn. As your primary messaging gets crisp, start creating adaptations for persona-specific versions.

Ready to Get Started? Download the Guide.

Wheels Up COLLECTIVE