

# 6 Steps to Create B2B Messaging that Sticks

Writing messaging is one thing, but what can B2B marketers do to ensure that messaging sticks long after leads, prospects, and customers have stopped reading? In their book *Made to Stick: Why Some Ideas Survive and Others Die*, psychologist Chip Heath and Harvard MBA Dan Heath found that the key to creating messaging that sticks is rooted in the same principles as great storytelling. Their research suggests that memorable messaging shares six basic traits.



## 1 Simplicity

For memorability, keep it short and simple without being simplistic. Great examples are proverbs like “don’t judge a book by its cover,” and slogans like “Think Different.”

- Lay out your premise, promise, and execution in one sentence.
- Don’t assume the buyer has the same level of insider knowledge as you.
- Choose one key takeaway you want your buyer to remember.

## 2 Unexpectedness

Overused B2B tech clichés don’t challenge the mind and therefore don’t stick as new information. Instead, look for what is new or different.

- Focus on the unique value your company, product, or service brings.
- Provide unexpected insights to alleviate pain points along the buyer’s journey.
- Share what is new or surprising about your product or services.

## 3 Concreteness

Language that is abstract and full of acronyms doesn’t stick. Instead, focus on how you can make your messaging easy to understand.

- Avoid industry jargon and acronyms that might be unfamiliar to all buyers.
- Use language any buyer will understand, regardless of their experience.
- Be specific and choose words that help buyers easily visualize your messaging.



## 4 Credibility

Most brands claim to bring value, but true credibility comes from trust and experience. So what do you do if you’re promoting a new brand, product, or service?

- Craft a brand origin story that contributes to your credibility.
- Utilize anecdotes and customer success stories.
- Share subject matter expert and customer perspectives.



## 5 Empathy

Incorporate self-awareness and humanity into your messaging. Creating buyer personas can help you see your brand from different angles.

- Opt for customer-centric messaging that speaks to the buyer’s perspective.
- Mention the people behind your brand, product, or service.
- Focus on partnerships, collaboration, and moving forward together.



## 6 Storytelling

Human minds are wired for stories. Look at your CRM data and talk to Sales to help find the real-world stories that will resonate with your buyers.

- Position your buyer, and not your brand, as the successful hero of the story.
- Choose simple stories that include a situation, obstacle, and solution.
- Increase receptiveness with conclusions that are positive and hopeful.

**The more of these traits you incorporate into your messaging the more likely it is to stick with your target audience. That result: Messaging that your buyers find interesting, memorable, and actionable.**

### Turn sticky messaging into lasting customer relationships

PMG partners with tech and SaaS marketing organizations to drive business value through high-impact content and digital marketing programs—helping companies define their strategies, deliver on their objectives, and smash their KPIs. **Contact PMG** today to schedule a 20-minute introductory call.