

A 5-minute Guide to Creating Effective B2B Messaging for Tech and SaaS

Great messaging is key to any successful B2B marketing program. This tip sheet provides a quick checklist of best practices to help you from start to finish.

Build Your Foundation

Research Your Industry, Competitors, and Customers

Assess the competitive landscape by reading industry publications, analyst reports, and by surveying language used by your competitors and your customers.

For pro tips to help guide your research, download PMG's [How to Engage B2B Prospects: An advanced guide to content marketing](#).

Define Your Organization's Purpose for Existing

Ask what problem your business solves for your buyers. At the root of the answer you'll find your mission and the grounding for your messaging.

Read this [case study](#) to see how clarifying OneTouchPoint's purpose led to a cohesive and compelling story that positioned their brand in a unique way.

Conduct a Messaging SWOT Analysis

Break down your strengths, opportunities, weaknesses, and threats to help ground your messaging in reality and begin to zero in on how to position your brand.

See suggested questions to ask during a SWOT analysis in the blog post [How to Build a B2B Brand in 5 Easy Steps](#).

Recognize How You Differ From the Competition

Create brand pillars that support the unique value propositions of your products or services while helping buyers differentiate your organization from your competitors.

This [case study](#) provides a real-world example of how highlighting core differentiators lead to better targeting for GTT.

Get to Know Your Buyers

Get to Know Your Buyer Personas

Develop buyer personas of the people who will influence the decision to purchase your products or services. These are the people your messaging needs to target.

Explore this [case study](#) for an example of how Synchronoss used buyer personas and messaging to tackle a new enterprise market.

Identify Your Value From Your Buyer's Perspective

Put yourself in your buyer's shoes to recognize how you can help them overcome their pain points, then summarize your value as succinctly as possible.

This [case study](#) explains how RGP used messaging to communicate value to executive buyers.

Know Your Buyer's Journey

Write messaging to inform the paths each of your buyer personas takes, from initial awareness of their pain points to consideration and decision between vendors.

This [case study](#) demonstrates why understanding the buyer's journey was pivotal to delivering targeted messaging that resonates with CrowdStreet's B2B buyers.





Dial in Your Messaging

Focus on Clarity, Brevity, and Memorability

Keep your messaging's language as clear and simple as possible. It needs to inform everything from headlines to elevator pitches any colleague can remember.

To learn how a B2B messaging platform can unite teams with varied responsibilities, read the blog post [Best Practices for Your B2B Messaging Platform](#).

Use Storytelling to Shape a Brand Narrative That's Easy to Grasp

Follow a narrative structure of situation, obstacle, and solution. Describe your buyer's challenge, the obstacle in their way, and how your solution helps them overcome it.

This [case study on a Fortune 50 silicon chip maker](#) shows how complicated concepts became stories that helped drive their position as an industry leader.

Adapt Your Messaging Across Channels and Content

From white papers, infographics, and executive briefs, to videos, blog posts, and social media updates, use your messaging to align your assets to a shared vision for a consistent user experience.

To learn more about driving value through high-impact B2B content and digital marketing programs download [PMG's Ultimate Guide to B2B Marketing Strategies](#).



Whether you're writing your messaging for the first time or conducting a brand messaging refresh, you don't have to go it alone. PMG has a long history of partnering with B2B tech and SaaS marketing organizations to drive business value through high-impact content and digital marketing programs—helping companies define their strategies, deliver on objectives, and smash their KPIs.

We're ready to help you tell your story. [Contact PMG](#) today to schedule a 20-minute introductory call.