

Introduction

This messaging matrix is a foundation strategy document for use by the marketing team in the creation of messaging for the [Redacted] brand. It is used in the generation of client-facing marketing materials. It is not designed for outside use. It is not a tactical plan.

The messaging matrix gives marketing personnel a target on the horizon and offers a common path for marketers and outside resources to reach that goal. It is a strategic reference document that aligns efforts by keeping everyone on the same page. This way, the marketing effort can move forward based upon a shared vision and understanding that will remain in place as the business continues to grow and evolve. This consistent approach to messaging builds brand equity that translates into greater awareness and a shorter sales cycle.

Defining the brand's key benefits as the "big ideas" that are flushed out with supportive statements allows us to engage and connect with prospects and clients with maximum understanding and credibility. This quickly establishes proof of the company's expertise that pushes the sales conversation forward.

Please keep in mind that while the matrix does provide general messaging directions and outlines supporting topics, it is not a script. This matrix does not document specific tactics or exact words or phrases to be used, only the ideas to be communicated.

This approach allows the strategy to withstand the pressure from internal and external forces to keep the brand focused and effective on the way to reaching its full potential.

Message Positioning

Securing Growth

[Redacted] is the first to combine compliance documentation management and third-party/vendor qualification into a premium, automated workflow product and support service. This unique offering targets large enterprise companies to bring greater organization, accuracy and efficiency to these complex processes in ways that significantly mitigate operational risk.

For the executive leadership of these organizations, [Redacted] brings the ability to understand each client's business and support key processes with expert advice and insight. This positions the company as a value-added partner with customizable solutions that offers many advantages against in-house solutions and outside competitors.

[Redacted] enhances supply chain integrity, procurement efficiency and the protection of profitability from potential operational and legal exposure.

Overview

[Redacted] is a newly formed brand, but customers and prospects have been familiar with core products [Product A] and [Product B] for years. Both products have excellent reputations in their respective market segments. However, these product offerings are so market-centric that sales of both to the same company often require separate sales tracks.

As a parent brand, [Redacted] offers a message tailored for the C-suite. By approaching executives with a single suite, cross-department solution, the company can talk about "big picture" benefits that extend beyond those for vendor qualification and compliance documentation management.

From a strategic perspective, this gives [Redacted] a distinct advantage in the marketplace, positioning it as the only vendor partner with the ability to approach leads at both the department and C-suite level.

For executives, [Redacted] offers the best of both worlds: a proven approach to controlling some of their company's most complex and labor-intensive processes in ways that promote employee productivity,

Key Message Drivers

There are things our audience must think, understand or believe to engage with the brand. These "key message drivers" serve as a baseline for outbound communications that give the brand a solid foundation to begin the sales process. There are many possible key message drivers. However, for the purpose of this matrix exercise, we are only providing a limited number of examples that are suitable across key audiences:

- Proper organization of information speeds the access and accuracy of its retrieval.
- Maintaining accurate records of vendor relationships can be expensive and time-consuming.
- Automation greatly reduces incidents of human error.
- Unqualified vendors increase company legal exposure.
- Proper vendor qualification prevents sub-contractor defaults.
- Proper vendor qualification reduces vendor and supplier failures.
- Exposure to third-party risks can be detrimental to the supply chain.
- Control of the supply chain and vendor relationships promotes growth and reduces risk.
- A company's reputation depends on its ability to properly vet vendors and suppliers.
- Monitoring vendors for ongoing qualification reduces legal exposure.
- Automation of workflow processes improves productivity and efficiency.
- Vendor relationships require specialized knowledge in legal, finance and compliance disciplines.
- Configurable reports promote understanding of ongoing issues facing your organization.
- Automating data-driven processes offers valuable insights that can be used for benchmarking, optimizing workflows and making strategic management decisions.

Key Benefits

Here are simple messaging examples organized into larger categories by key benefit (or brand pillar). These examples demonstrate several ways to best communicate with the target audience in a manner that is engaging and factual to reinforce the brand. These key benefits are defined as follows:

Impact

Your company can greatly reduce business exposure by identifying and mitigating risk among its vendor and third-party relationships. Automating these workflows increases accuracy, insight and transparency, while providing instant access to data and benchmarking analytics. Analyzing this critical information makes key departments more efficient and productive with higher rates of qualification and compliance.

Partnership

In today's complex business relationships, you need a powerful software solution to get the job done. You also need dedicated service with access to credentialed specialists to guide you. From self-service offerings and professional consultations to white-glove service with dedicated account managers, we adjust our support model to provide your company with a customized service solution that meets your business needs.

Confidence

You can rely on our credentialed, industry-leading experts in vendor qualification and compliance documentation to ensure the quality and reliability of your business suppliers, vendors and contractor relationships. Using data and benchmarking analytics, you can address these risks to pursue growth with trust in your business integrity.

Simplicity

The complexity of your vendor and third-party relationships is growing by the day. Our software, services and reporting systems are configurable, intuitive and secure to help you simplify, contain and control them. Each seamlessly integrates with your current systems and processes to organize and streamline workflows in ways that reduce risk and improve profitability.

Adaptability

You need a multi-tiered service offering on a flexible SaaS platform with plenty of configurable opportunities that will seamlessly integrate into your workflows and processes. The result delivers superior vendor qualification and compliance documentation management services tailored to suit the needs of your business.

End-user Educational Messaging

The next step is to translate [Redacted]'s core messaging into the languages of each audience. These audiences share several characteristics that will dictate the development of similar messaging (with subtle but critical differences) that will promote greater engagement and understanding as you communicate with them.

In the case of [Redacted], key benefits show significant overlap. This means it is possible for messages to apply to more than one benefit category. The matrix and supporting statements are offered as examples, but the matrix is flexible and infinitely extendable in many directions, as long as supporting messages reinforce key benefits in a suitable context.

Perception of Key Benefits by Audiences

When it comes to key benefits, it is important to note that while the brand pillars have been identified and supported, different audiences (even within the C-suite category) may perceive the same benefits differently. Depending on the nature of that prospect's responsibilities, they may see individual benefits in different ways.

This crossover can be explained by the overlap of individual positions and the common "big picture" mission of an organization's C-suite executives. Therefore, it is important to view both the key benefit and its sample supporting messaging through the lens of that individual.

Impact

C-Suite (CEO/CFO)

[Redacted] gives you new insight into the risks and exposures of your supply chain, while managing vendor relationships at a lower cost to promote organizational growth.

Sample supporting messages:

- Find and address risks in your supply chain
- Reduce worries about third-party exposures
- Enhance your company's safety and security
- Avoid vendor risks affecting your supply chain
- Grow knowing your exposures are in check

Risk Management

[Redacted] ensures access to accurate information and timely expert advice to help promote positive growth through better management decisions.

Sample supporting messages:

- Leverage a leading solution in vendor management
- Automate complex tasks to eliminate human error
- Hold vendors to a higher business standard
- Generate configurable real-time reports
- Access certified supply chain specialists
- Promote growth through better decision-making

Supply Chain

[Redacted] offers protection for your purchasing operations against risks of vendor, supplier and contractor relationships.

Sample supporting messages:

- Protect from vendor and contractor exposures
- Peace of mind through vendor transparency
- Strengthen the supply chain via automation
- Understand risk from each relationship
- Increase productivity and efficiency

Procurement

[Redacted] provides expert-level vendor qualification and compliance documentation management that no other partner can provide.

Sample supporting messages:

- Achieve highest compliance, maximize risk transfer
- Minimize exposure to third-party risks
- Diagnose, track, resolve vendor issues
- Pinpoint accuracy reduces non-compliance
- Real-time supply chain intelligence
- Make better decisions with better data

Legal

[Redacted] instantly enhances security against hidden risks and exposures of your company's third-party and vendor relationships.

Sample supporting messages:

- Shield from potential vendor exposures
- Protect profitability with transparency
- Secure supply chain with ongoing monitoring
- Added security without workflow disruption
- Identify and address risks early

Confidence

C-Suite (CEO/CFO)

[Redacted] is a widely respected name with recognizable products like [Product A] and [Product B] that customers know and trust.

Sample supporting messages:

- Work with vendor management experts
- Strengthen brand and customer security
- Customized supply chain information
- Dedicated support from certified experts
- Expert risk insight on all relationships
- Defensible decisions based on real-time data

Risk Management

[Redacted] adds value to your risk management strategy with new insight and control of your supply chain.

Sample supporting messages:

- Diagnose, track, resolve compliance issues
- Increase transparency in all relationships
- Ensure partners stay fully compliant
- Flag non-compliant vendors for action
- Equip risk managers with efficient tools

Supply Chain

[Redacted] delivers the highest level of vendor compliance in the industry.

Sample supporting messages:

- Work with vendor management experts
- Strengthen brand and customer security
- Customized supply chain information
- Dedicated support from certified experts
- Expert risk insight on all relationships
- Better data, better decisions

Procurement

[Redacted] gives a real-time look at the risks and exposures of your supply chain and the means to correct them.

Sample supporting messages:

- Add security to supply chain integrity
- Automated monitoring improves accuracy
- Gather, organize, analyze vendor data
- Find and address risks proactively
- Ensure compliance at all times

Legal

[Redacted] specializes in supply chain risk management and maintains an impeccable industry reputation for innovation and quality.

Sample supporting messages:

- Configurable supply chain information
- Strong track record of results
- Strong chains start with transparency
- Consult with certified professionals
- Trusted products and services
- Robust, real-time data for decisions

Partnership

C-Suite (CEO/CFO)

[Redacted] provides dedicated account management and access to subject matter experts for best-in-class support that helps increase growth with less risk.

Sample supporting messages:

- Dedicated support for maximum accountability
- Industry-certified experts on hand
- Specialists who know your business
- Partner that adapts as you evolve
- Exceptional track record

Risk Management

[Redacted] offers dedicated account managers and access to certified experts to assist and advise on complex processes and decisions.

Sample supporting messages:

- Dedicated support for maximum accountability
- Collaborate with certified experts
- Specialists who know your business
- Partner that adapts as you evolve
- Exceptional track record

Supply Chain

[Redacted] has dedicated account managers and certified experts to assist and advise in specialty areas of managing third-party relationships.

Sample supporting messages:

- Dedicated support for maximum accountability
- Collaborate with certified experts
- Specialists who know your business
- Partner that adapts as you evolve
- Exceptional track record

Procurement

[Redacted] provides access to dedicated experts who are specialized and certified based on your business needs.

Sample supporting messages:

- Dedicated support for maximum accountability
- Collaborate with certified experts
- Specialists who know your business
- Partner that adapts as you evolve
- Exceptional track record

Legal

[Redacted] offers dedicated account managers who understand your business, plus access to experts in supply chain risks and exposures.

Sample supporting messages:

- Dedicated support for maximum accountability
- Collaborate with certified experts
- Specialists who know your business
- Partner that adapts as you evolve
- Exceptional track record

Adaptability

C-Suite (CEO/CFO)

[Redacted] has a full suite of risk management products that can be combined and customized in ways that foster organizational growth.

Sample supporting messages:

- Right-sized, fully scalable solution
- Combine products that suit your business
- Integrate without disrupting workflows
- Configure fields to reports as needed
- SaaS platform, no software to download

Risk Management

[Redacted] offers multi-tiered service offerings that can be configured for the needs of your business.

Sample supporting messages:

- Full or self-service options
- Configure data fields and reporting
- SaaS platform, no workflow disruption
- Scalable solutions as you grow

Supply Chain

[Redacted] offers modular services, configurable fields and flexible reporting options custom tailored to your needs.

Sample supporting messages:

- Combine services to optimize value
- Configurable data parameters
- Scalable solutions for your business
- Intuitive, easy to use, little training
- SaaS adapts to your workflows

Procurement

[Redacted]'s proven platform features products, modules and services that can be tailored to fit your systems and workflows.

Sample supporting messages:

- Focus on highest-risk vendor processes
- Full or self-service options
- Customize data and forms
- No software, little training required
- Custom-tailored qualification scenarios

Legal

[Redacted] keeps your evolving supply chain under control with configurable modules and reporting on a business-friendly platform.

Sample supporting messages:

- Full or self-service options
- Configure data fields and reporting
- SaaS platform, no workflow disruption
- Scalable solutions as you grow

Simplicity

C-Suite (CEO/CFO)

[Redacted] organizes and streamlines key risk management processes to promote accuracy, efficiency and productivity.

Sample supporting messages:

- Consolidate staff efficiency via automation
- Proprietary user-friendly tools
- Configurable real-time reports
- Self or full-service models
- Savings in time, costs, personnel

Risk Management

[Redacted] solutions are easy to integrate, intuitive to use and require no software installation.

Sample supporting messages:

- Reduce time, costs, effort
- Consolidate on a single platform
- Automated workflows boost efficiency
- Full accounting system integration
- Simple rollout, integration, use

Supply Chain

[Redacted] solutions are easy to integrate, intuitive to use and require no software installation.

Sample supporting messages:

- Reduce time, costs, effort
- Consolidate on a single platform
- Automated workflows boost efficiency
- Full accounting system integration
- Simple rollout, integration, use

Procurement

[Redacted] streamlines and automates complex, labor-intensive risk management processes in ways that reduce exposure to liability.

Sample supporting messages:

- Reduce time, costs, effort
- Consolidate on a single platform
- Automated workflows boost efficiency
- Full accounting system integration
- Simple rollout, integration, use

Legal

[Redacted] organizes, consolidates and automates complex aspects of your supply chain to increase efficiency and reduce exposure to risk.

Sample supporting messages:

- Reduce time, costs, effort
- Consolidate on a single platform
- Automated workflows boost efficiency
- Full accounting system integration
- Simple rollout, integration, use

Positioning for Opportunity

This messaging strategy positions [Redacted] as a much larger (and safer) entity than the market currently realizes. In fact, this new parent brand creates a new category for a single software and service provider, allowing the company to approach prospects at the C-suite level and the user/manager level simultaneously. This gives [Redacted] a tremendous advantage over competitors because it allows the company to drive sales from both the top down and bottom up.

To take advantage of this strategic position, messaging must be segmented both by audience and by department/C-suite. This creates multiple channels for [Redacted] to deliver a more finely tuned message that will ensure engagement and awareness among all audiences. However, it is important to avoid making broad claims in these translations. Messaging should stick to proven facts because they give the audience a foundation of fact to build their perception of the brand.

Summary

[Redacted]'s brand is new, but the company's products are well known among their user segments. This can be a challenge because in typical product scenarios, customers are familiar with both the product and the parent brand.

To speed success in reaching and connecting with the C-suite level, it is important that [Redacted] leverage and transfer as much product awareness into expectations for the parent brand (and its other products). One way to accomplish this is to directly connect the parent brand using a tagline or relationship descriptor. This instant explanation of the product's relationship to the parent brand will make that connection clear for prospects and users alike.

Leadership Messaging vs. Product Messaging

The current sales and messaging strategy for developing the [Redacted] brand focuses on creating more "top down" sales opportunities that originate at the C-suite level.

[Redacted] product brands, such as [Product A] and [Product B], do an excellent job of messaging within their respective marketing silos. However, those product-focused discussions don't often rise to the C-suite level. As a result, it is difficult for the leaders of prospective companies to understand how the family of [Redacted] products delivers benefits to the entire organization. C-suite messaging that focuses on an overarching brand would make cross-channel sales faster and easier, allowing the company to secure stronger, long-term relationships.

To effectively reach this audience, we need to position [Redacted]'s capabilities of delivering "big idea" benefits that go beyond traditional product-specific silos. This sells "the why" of the [Redacted] brand at the executive level, which is critical to audience engagement. These benefits have been previously defined as: impact, confidence, adaptability, partnership and simplicity.

Taglines: Positioning the Brand

An important element to position the [Redacted] brand is a strong tagline designed to work with the logo to define and reinforce key elements of the brand. Because [Redacted] is a new brand in the market, the best strategy is to define the brand through a "descriptor" tagline. This tagline, when paired with the logo, instantly defines the company and offerings in a way that appeals to the market. Doing so prequalifies the audience for the proper context for any sales-related conversations.

Tagline: [Redacted Tagline]

Why it works: This tagline defines the [Redacted] brand as a partner that helps clients mitigate risk and move beyond it to achieve greater goals (such as growth). It directly connects to the company name and defines the purpose of the brand's existence. The tagline is suited for a long life because it positions the company in the wider category of risk mitigation as opposed to specific niches. This allows [Redacted] to develop multiple products without modifying the brand or its position.

Outbound Messaging: [Redacted]

Another common way to define the [Redacted] brand is through an outbound positioning statement, commonly referred to as an "elevator pitch." This tactic introduces and summarizes the brand in a way that can be quickly delivered to almost any audience as a means of introducing and prequalifying inquiries.

Internal Positioning Statement (For Review Only)

"[Redacted] mitigates the operational, compliance and contractual risks between clients and their third-party and vendor partners with user-friendly tools and expert support that organizes, simplifies and monitors these complex business relationships."

Using the statement above, we crafted an "elevator pitch" for [Redacted]. This is a quick introduction used to define the brand for the purpose of educating the audience and possibly qualifying them as a potential sales lead.

Brand Elevator Pitch

"At [Redacted], we specialize in mitigating the risks of enterprise third-party and vendor relationships, including those that impact multiple departments. We do this through a suite of user-friendly tools and expert services that organize, simplify and monitor these relationships to identify and address specific compliance and contractual issues, and the resulting financial loss that could adversely impact your company."

Let's take a closer look at that language.

[Redacted] specializes in mitigating the risks of enterprise third-party and vendor relationships

Identifies [Redacted] as specialists in risk management and defines the company's area of focus.

...including those that impact multiple departments

Connects with the C-suite by defining solutions as company-wide, as opposed to department-specific. Prevents the C-suite from redirecting sales efforts to specific departments or to the managerial level.

...a suite of user-friendly tools and expert services

Defines "how" [Redacted] provides its offerings. Uses "tools" instead of "software" because it gives the brand room to grow. Expert services refers to certified subject matter experts in compliance, contracts and finance.

...that organize, simplify and monitor these relationships

Defines the activities of the tools and experts in a way that applies to all product offerings. Specific enough to be understood by all audiences.

...to identify and address specific compliance and contractual issues

Centered on activities in which [Redacted] can apply its solutions ([Product A] and [Product B]). As solutions expand, this statement can be extended.

...and the resulting financial loss that could adversely impact your company.

Stresses that the endgame for compliance and contractual risks is financial loss that could negatively impact profitability and growth.

Outbound Messaging: [Product A] Elevator Pitch

"[Redacted] simplifies and secures critical enterprise processes with a suite of user-friendly tools such as [Product A] that organize, simplify and monitor supplier compliance documentation with services that identify potential exposures, mitigate risk and protect your company from related financial loss."

Outbound Messaging: [Product B] Elevator Pitch

"[Redacted] simplifies and secures key enterprise processes with a suite of user-friendly qualification tools such as [Product B] that organize, simplify and monitor potential risks of those business relationships with services that reduce risk and protect your company from related financial loss."

CEO / Finance

Priorities: Profit, Finance, Budget, Security, Management and Planning

Is Growth Putting Your Entire Company at Risk?

A growing company means greater process complexity and exposure to risk. As your technology partner, [Redacted] has the tools and expert support you need to simplify, organize and monitor your evolving third-party and vendor relationships from qualification to compliance documentation management. With [Redacted], growth is full speed ahead. We'll be there to help you manage risk to protect your profitability.

Risk Management

Priorities: Security, Accuracy, Response, Efficiency and Productivity

The Greatest Threat to Your Company is Complexity

Your third-party and vendor relationships are growing more complex by the day. That means more suppliers and, with them, new exposure to the hidden risks of those relationships. As your technology partner, [Redacted] helps you mitigate even the most complex qualification, financial and compliance risks with user-friendly tools and expert support. Together, we'll reduce your exposure to potential issues by bringing new levels of transparency, organization and simplified oversight to your supplier relationships, because the biggest threat to your company is the vendor risk you never saw coming.

Supply Chain Management

Priorities: Security, Accuracy, Response, Efficiency and Productivity

Is Your Growing Supply Chain Under Control? Or Under Controlled?

If you're trying to manage a modern supply chain, you have your hands full, especially when it comes to monitoring vendor relationships for potential issues. At [Redacted], we're specialists in supply chain risk management with user-friendly tools and expert support to help you find and address potential exposures of vendors, suppliers and contractors. We simplify complex tasks from vendor qualification to compliance documentation management, while improving your security, accuracy and reporting, so you're free to manage with fewer risks to your company's bottom line.

Procurement

Priorities: Budget, Security, Planning and Analysis

Are Your Purchases Putting Your Company at Risk?

Your company's third-party and vendor relationships are complex, integrated and fast moving. That's why you need a risk management partner who will bring greater security and transparency to your vendor relationships. At [Redacted], we specialize in the mitigation of financial, compliance and contractual risks associated with those relationships, with user-friendly tools and expert support. We simplify, identify, isolate and address potential vendor risks before they become legal issues.

Legal

Priorities: Law, Security, Analysis and Ethics

Make Sure Vendor Risks Don't Become Your Company's Legal Problems

The greatest threat to your company is the one you never saw coming. Today's complex third-party and vendor relationships come with hidden risks and can put your company in legal jeopardy with just a single transaction. That's why you need a technology partner with configurable tools and expert support to bring transparency to those relationships, especially when they involve multiple internal departments.

At [Redacted], we'll help you uncover those potential issues with simplified solutions that help you monitor, isolate and address financial, compliance and contractual risks before they become reality. As a result, you'll be in a better position to protect your company's bottom line.