

**BRIGHT POINTS**

1. Understand the Audience
2. Sell Benefits, Not Processes
3. Communicate with the Customer



# The KEYS to EFFECTIVE MARKETING: Crafting the Message

All marketing efforts revolve around messaging. What is marketing, after all, but the process of telling other people about your product or service and trying to persuade them of its usefulness? The message is the core of that effort, and if it is not carefully constructed to have meaning and value for its target audience, your marketing ventures are doomed to failure.

Many marketing projects center on promoting a product to an audience that is already familiar with its potential benefits. The challenge there is to differentiate the product by demonstrating how the customer receives greater value by using it rather than an alternative.

Galaxy Bright recently tackled a unique messaging challenge – one that involved prospect education and artificial intelligence. »

**UNDERSTAND THE AUDIENCE** Applied Systems Intelligence (ASI) is one of the world's leading providers of cognitive technology used in advanced decision-aiding systems. These systems go beyond traditional Artificial Intelligence, drawing on ASI's vast knowledge bases to enable people with limited expertise to deliver superior performance in demanding situations. ASI Vice President Doug Hosmer contacted Galaxy Bright for help with messaging and redesign of the company's website.

"We did the last one ourselves," Hosmer said, "and it showed. We needed a professional's touch. We knew the site needed to be less technical, more accessible to clients, but we weren't sure how to accomplish that."

The first step in designing a marketing message is to identify the target audience and determine which of its needs your product addresses. In ASI's case, there were two primary audiences: military and commercial. Specific vertical markets were identified within each of them. Presented with a mountain of information, Galaxy Bright's task was to differentiate, organize and refine the messaging to address each facet of ASI's varied audience.

"Getting the messaging right was a huge part of this project," said Joe Marino, project manager. "The ASI product is highly complicated and difficult to communicate without a certain degree of explanation. There was a lot of information to convey. We had to attract and inform a less technical audience, keeping in mind the company's established and very technically-oriented client base. Finally, it had to be organized in a way that made it easy to navigate on a website."

**SELL BENEFITS, NOT PROCESSES** Once the audience and its primary issues are identified, a good marketing message must present solutions in a benefit oriented way. Results sell, processes do not. Much of ASI's story, however, was about applying proven processes to new problems. Keeping the explanation from overshadowing the solutions' value was a crucial part of crafting the message.

Skilled use of technology provided the answer. "Using Flash on the website proved a perfect match of technology to the client's need," said Marino. "Doug wanted a way to show that ASI can add Artificial Intelligence to just about anything. Flash animation let us illustrate the message and the various markets in a quick reference format that works beautifully for getting this point across."

By quickly illustrating the benefit of using ASI's Associate Systems in a variety of settings, Galaxy Bright was able to keep the message focused on the results of using the system, rather than its implementation. With such an innovative product, there is a strong temptation to talk first about the process, but the primary message should always be about benefit to the client. Of course, further explanations of the

technology are included in the website, and thanks to an ingenious navigation plan, they are easy to access. "Our team did a great job of creating a hierarchy for navigation," Marino said. "You can find the solution you're looking for quickly and simply. It's an 84-page site, but you can drill down through several screens and still get back to where you started with a click."

**COMMUNICATE WITH THE CUSTOMER** The final task of the marketing message is to tell a distinctive story to the customer. This frequently takes the form of differentiation against competitors. ASI's case was slightly different. The artificial intelligence market is not a particularly crowded one, and as ASI holds patents for two of its systems with other patents pending, the company's leadership is not in dispute.

The challenge for ASI was in clarity of its communications. Hosmer was quick to admit that producing materials internally had led to many documents being written for colleagues rather than clients. It is a temptation any company can face, assuming a level of product knowledge that the potential client has not yet achieved. The Galaxy Bright team rewrote and reorganized all existing information; taking care to be sure it was concise, coherent and easily accessible to existing clients as well as those unfamiliar with ASI.

The final piece was a Content Management Solution developed by Galaxy Bright to make it easy for ASI to update information on the website. "The content management system is very simple to use," Hosmer said. "We don't have to call someone every time we want to add or update something on the site."

**RESULTS MATTER** The ultimate test of any marketing message is how well it performs with its intended audience. "I have received numerous compliments about the site," Hosmer said. "One person said the website made our company look like a \$100 million firm." In addition to compliments, ASI has also received new business. In the year since the website was implemented, ASI staff has been increased by 20 percent.

"Galaxy Bright did a superb job on the branding, redesign and launch of our website," Hosmer said. "They delivered a turnkey solution, and did it on time and on budget. It's always a pleasure to work with a company like that."

Galaxy Bright helps clients achieve their business goals by utilizing a full range of print and interactive marketing solutions. We specialize in integrated marketing and brand strategy, corporate identity, direct marketing, web design, animation and web application development. We deliver intelligent, innovative, client-specific solutions that deliver tangible benefits. At Galaxy Bright, results matter. To find out what results we can achieve for you, call us at 770.752.9402 or visit us at [www.galaxybright.com](http://www.galaxybright.com).