Backstory

Learn How To Validate Your Marketing Messages with **Message Market Fit®** from Backstory Branding®.

Table of contents:

Introduction: Get Your Story Straight®

Scaling your business starts with having the right message. The Message Market Fit® process ensures that your marketing messages resonate with your audience, enabling effective communication and growth. This e-book will walk you through a simple, repeatable process to create and validate marketing messages that convert.

Chapter 1: Brand vs. Marketing Messaging

What is Brand Messaging?

Brand messaging communicates the overall value of your offerings at a high level, appealing to a broad audience. It's the message you share on your website's homepage, offering a snapshot of your products and services.

What is Marketing Messaging?

Marketing messaging targets specific customer segments. It goes beyond general value propositions to answer, "Why should our customers buy?" Tailoring these messages to specific audiences is key to effective marketing.

"Customer segments are groups of people who buy for the same reasons and talk to one another."
– **Geoffrey Moore**

Chapter 2: The Message Market Fit® Process

The Message Market Fit® process is based on well-established methodologies such as **Lean Canvas** and **Product Market Fit**.

1 Lean Canvas

2 Product Market Fit

BUILD
LEARN — MEASURE

3 Message Market Fit

4 Message Map

Backstory
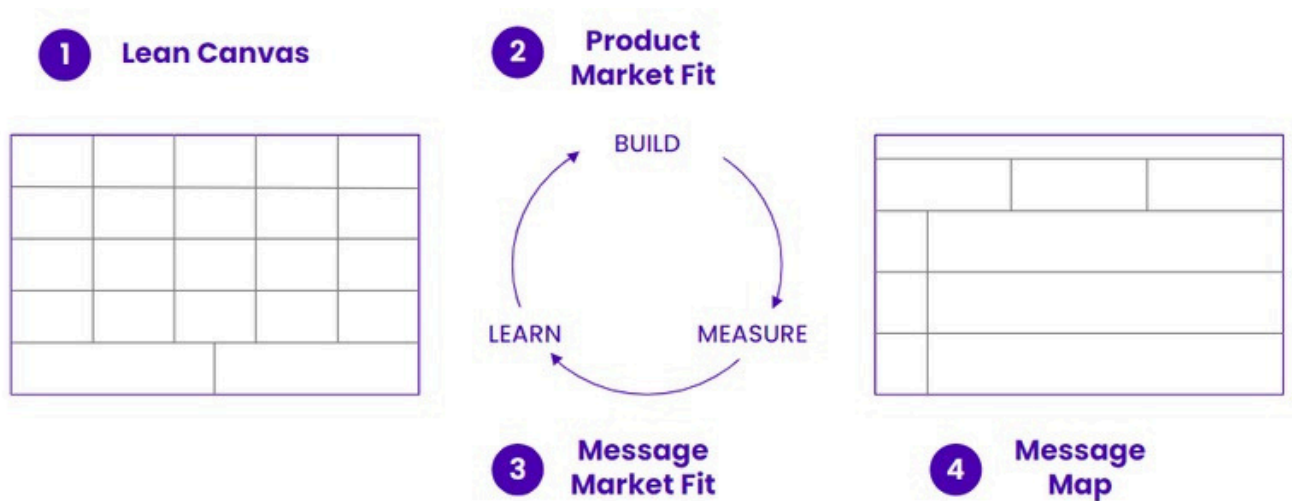
- ## Lean Canvas:

Lean Canvas is a one-page business plan template developed by Ash Marya, based on Alex Osterwalder's Business Model Canvas, and tailored for Lean Startups. It breaks down your business idea into key components quickly and simply, replacing lengthy business plans with a streamlined, single-page format.

Key Benefits:

- Fast: You can create multiple business models in just one afternoon. Concise: It highlights the core
- value of your product to grab attention quickly (30 seconds for investors, 8 seconds for customers). Portable: The single-page format
- makes it easy to share, read, and update frequently. Effective: Ideal for presenting to
- investors or updating your team, helping you clearly communicate and document progress.

- **Product Market Fit:**

Product market fit occurs when a company's target customers buy, use, and recommend its product in sufficient numbers to drive sustainable growth and profitability. Marc Andreessen, who popularized the concept, explains it as finding a suitable market and creating a product that effectively meets its needs.

The Lean Startup methodology uses the Build-Measure-Learn cycle to achieve product market fit:

- Build: Develop a minimum viable product (MVP) that addresses a key customer problem.
- Measure: Evaluate how well the product meets customer needs through testing and feedback.
- Learn: Refine and improve the product based on these insights, iterating until product-market fit is achieved.

Product Market Fit

1. Right customers
2. **Right product**
3. Right channels

BUILD
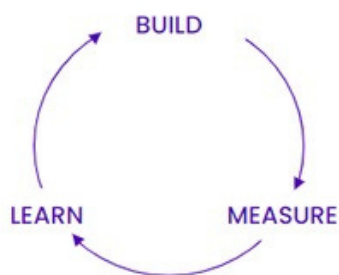
LEARN MEASURE

Message Market Fit™

1. Right customers
2. **Right messages**
3. Right channels

- **Message Market Fit®:**

Backstory Branding's Message Market Fit methodology adapts the Build-Measure-Learn process to craft marketing messages that connect with customers. Even if a company achieves product market fit, it still needs the right messaging to drive sales and capture customer interest.

The goal is to develop
marketing messages that:

RESONATE

The process involves:

- Build: Create marketing message prototypes that best express the product's value. Measure: Test
- these messages with customers, collecting detailed feedback beyond simple yes/no responses. Understand how customers interpret specific words and ideas. Learn: Refine messages
- based on feedback, adjusting them until they truly resonate with customers. Repeat this cycle until effective messaging is achieved.

Chapter 3: The Backstory Message Map™ and Audience Messaging

- **Overview:**

Backstory Branding's Message Map outlines the key traits of a B2B company's Ideal Customer Profiles (ICPs) and Customer Personas—those who influence or make buying decisions. These personas detail who they are, what they need, and their challenges.

The Backstory Message Map also lists a product's features, advantages, and benefits, aligning and prioritizing these benefits to match the needs of specific ICPs and personas. These benefit statements serve as targeted marketing messages to communicate value effectively.

A clear, consistent set of messages helps unify marketing, sales, and customer success teams, leading to better customer experiences and increased loyalty.

- **ICPs and Customer Personas:**

Customer personas represent the different people involved in the buying process for each Ideal Customer Profile (ICP). These personas define who they are, what they want and what's in their way.

- Decision-Makers: They have the final authority to make decisions.
- Economic Buyers: They control the budget and sign the check.
- Influencers: They advise and influence decision-makers.

The Backstory Message Map organizes clear and consistent messages tailored to each of these personas, ensuring your value is communicated effectively.

ICP:

Message Market Fit™

|	DECISION-MAKERS	ECONOMIC BUYERS	INFLUENCERS
WHO THEY ARE			
WHAT THEY WANT			
WHAT'S IN THEIR WAY			

- **Audience messaging:**

A marketing message describes a benefit a customer receives from buying your offerings. Also known as value propositions, unique selling propositions or benefit statements, marketing messages clearly state *why customers buy*.

The marketing messages in your Message Map are informed by interviews with your internal team members, customers and partners. You can continue to refine and add to them as you learn more.

Chapter 4: The Backstory Brand Wheel™ Framework and Message Maker®

- ## The Backstory Brand Wheel™ Framework
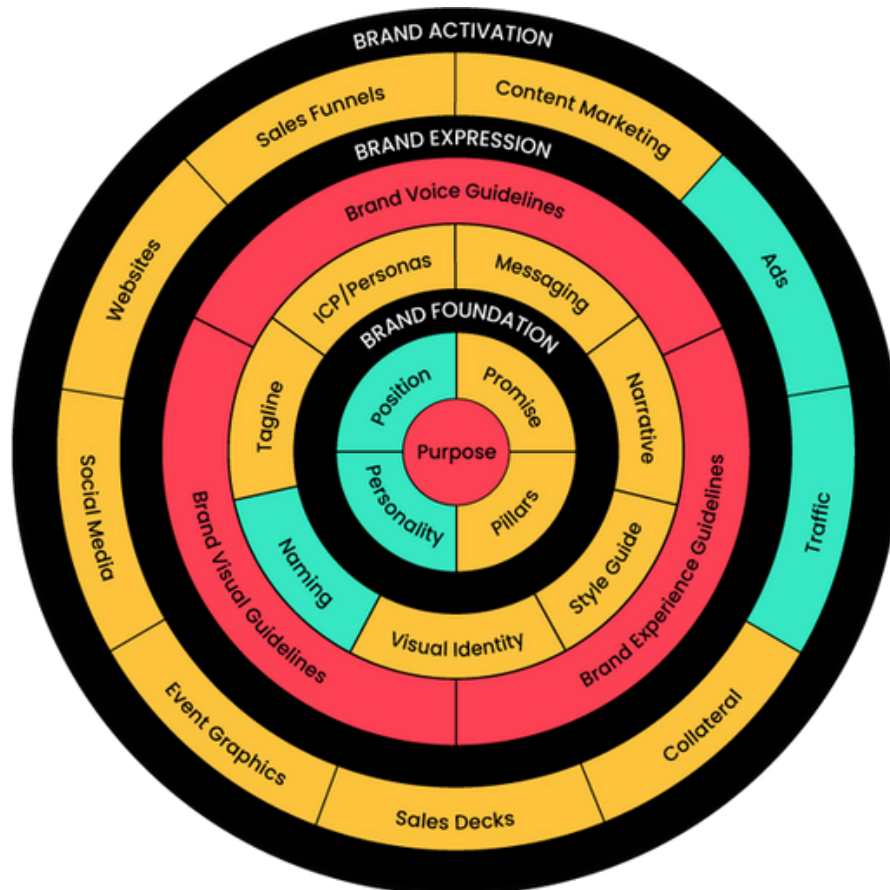
Building a strong brand makes your business stand out in the market. It clearly and consistently communicates your value to each audience and builds trust over time as you make and keep a meaningful brand promise. Companies struggle to scale when they lack clarity and consistency. The Backstory Brand Wheel™ Framework guides the branding process by clarifying your brand foundation, defining your brand expression and directing your brand activation.

Completing and refreshing your Brand Wheel instills confidence in your brand internally and externally. Clarity and consistency create alignment across your teams and attract like-minded customers and investors. Check out **this page** for more information about the process behind our service.

- ## Message Maker®

Our Message Maker® service guides you through the process of building a comprehensive messaging framework that defines your audiences and the benefits of your offerings for them.

First, we'll define the characteristics of your best customers at both a company and individual level. At the company level, we'll define the characteristics of your ideal customer profiles (ICPs), including information about their industries, annual revenues, number of employees, and geographic locations.

We'll also help you define the characteristics of your customer personas, including your ideal buyers and the people who influence them within those organizations.

We'll answer audience-defining questions such as who they are, what they want and what's in their way. In addition to helping you identify the pain points, use cases, or jobs to be done for your audiences, we'll also help you clarify and articulate the features, advantages and benefits of each of your offerings in addressing them.

In addition to writing benefit statement headlines or unique selling propositions, we'll help you write supporting paragraphs or "blurbs" that elaborate on these main benefits or marketing messages.

Conclusion

This e-book covered the essentials of achieving Message Market Fit® and enhancing your branding and marketing.

You learned the difference between brand messaging, which targets a broad audience, and marketing messaging, aimed at specific customer segments. The Message Market Fit® process provides a structured approach to creating resonant messages, while The Backstory Message Map and customer personas help identify and address your ideal customers' needs.

We also introduced The Backstory Brand Wheel™ and Message Maker® frameworks, which support consistent brand identity and internal alignment.

By applying these insights, you can validate your marketing messages, drive growth, and build stronger connections with your audience.

Thank You!

Backstory