

More than Words

Crafting your Meaningful Messaging

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Overview

Why is messaging important

What is messaging

How is messaging developed



Why is messaging important

- Bombarded with data and information
- Need to be able to break through for impact
- Alignment



“That’s a lot of information to get in 30 seconds.”

What is messaging



- What you want your audiences to know about you
- Authentic differentiators
- Consistent language used in all communications
- Not a slogan or ad campaign



Messaging Example

Organization

We're a leading worldwide financial protection and wealth management leader, trusted by millions of people.

We help people live their lives with confidence at every stage by anticipating needs and protecting what matters most.

We deliver a superior customer experience with exceptional partners.

Our long-term growth is powered by forward-thinking people with diverse perspectives.

Messaging Example

Executive

Person is a straightforward, authentic, and values-based leader.

Person is a transformational leader and an agent for change.

Person brings a depth of experience to their role as President.

How is messaging developed

- Who should be part of the process
- Identify audiences
- List key words
- 3 to 4 messages – maybe with a central message



How is messaging developed

- Support with proof points
- Integrate and communicate



How is messaging developed

- Revisiting and refreshing
- Major growth/changes
- Does core narrative still resonate



Questions



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