

## TYPES OF MARKETING MESSAGES

We use many different types of messages while marketing our business. Below is a brief description of common types of marketing messages.

### **Mission Statement**

A mission statement is a formal summary of the aims and values of a company. A mission statement describes why you're in business and what kind of impact you'd like to have in the world. Effective mission statements are compelling and communicate a company's personality.

### **Unique Value Proposition & Key Benefits**

Also known as a positioning statement or key message, the unique value proposition encompasses the value you offer your customers. This statement helps your customers or potential customers identify what makes your business unique. It will serve as a central idea or theme for all of your marketing activities. An effective unique value proposition states one benefit and addresses your target market's number one problem. This statement is supported by key benefits – not features. Benefits are positive ways your product or service will affect your target market.

### **Elevator Speech**

An elevator speech is your 30-second response when somebody asks what your company does. The elevator pitch describes who you are, what you do, who your customers are, and why they should buy from you. It should focus heavily on benefits to engage the audience.

### **Boilerplate**

A boilerplate is a brief paragraph that describes who you are and what you do. It is commonly used at the end of press releases or in business directories. An effective boilerplate can be reused in many contexts or applications without being greatly changed from the original.

### **Tagline**

A tagline can be one word or a short phrase that succinctly, memorably, and descriptively sums up a company or product. It is commonly used in advertising, but is also used across many marketing platforms. A tagline is repeated again and again to create a strong association with a company or brand.



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