

# B2B Communications On-a-Page

## Messaging Hierarchy

### Your brand

Create understanding of who your company is, what it does and the value it provides ... introduce your USP

- Visual identity, advertising, PR, social media
- Build credibility and reputation - global consistency in messaging & visuals is essential

### Business issues important to your customers

Show your understanding of the environment your customers operate in

- Use thought leadership & research to further build credibility and awareness - use as talking points to open sales conversations

### Your portfolio and value proposition

Explain how you can help address your customers' business needs - their problems & opportunities

- Introduce your portfolio and describe the value you bring - how are you different?
- Describe product/service features & benefits and illustrate with case studies & demos

### Technical, commercial and service details

Provide the essential information to close a sale

- Technical specifications, pricing, how to access, Terms & Conditions, Service Level Agreements

## Communications Activity

### Integrated

Same messaging, tailored for audience and channel

### Audiences

- Internal
- Partners
- Customers
- Analysts & Media

### Channels

- Web
- Social
- Events
- Partners
- Sales
- PR

### Post-sales nurture

- Check satisfaction
- Promotions/offers/events
- New products
- Contract renewal