



Marketing Science that Drives Results



Supercharge Your Marketing

Identifying Your Top Claims of Value is
Essential to Your Marketing Success

Top Claims of Value Workshop



Take marketing **off the back burner.**

Many organizations know they need to improve their marketing but have no idea where to start.



We deliver a solid approach for **effective marketing.**

You will speak with one consistent voice throughout your company to build a compelling brand.



We'll build and **amplify your brand.**

Creating consistent, persuasive copy and a thoughtful marketing strategy.



1

Uncover your company's unique **claims of value.**

We meet with members of your team remotely in 2-hour sessions to brainstorm and rank your claims and decide on evidence for the claims.

2

Get your **message straight.**

From the results of your workshop, we create crisp and persuasive baseline messaging about your company, services, and product(s) that is believable and provable. Use this baseline messaging for your website, brochures, emails, and social media.

3

A **Marketing Plan** for the year.

Without a solid execution plan, it is difficult to gain traction. With persuasive messaging and a list of evidence needed to prove your claims, we'll prioritize content creation to build a "can do" plan.

Workshop Deliverables



Ready-to-use crisp baseline messaging for each topic.

- Whenever you communicate about your company and services, select from copy that is persuasive and engaging.
- Keep repeating your top claims messaging over and over to build your brand.



List of evidence needed to **prove your top claims.**

- For each claim of value, we will suggest evidence such as quotes, blogs, eBooks, infographics, articles, videos, or other content to prove your claims.
- This evidence may already exist or may need to be created.



Walk away with an **actionable marketing plan** for the year.

- We will collaborate with you to identify and prioritize what content needs to be created in the next Month, Quarter, and year.
- We'll create a strategy to create or reuse content as evidence of your Top Claims of Value, so you have a blueprint to follow for the next year.

Workshop Deliverables

How Much Does the Workshop Cost?

The Top Claims of Value Workshop Ranges from **\$5,000 to \$15,000.**

(Depends on the number of topics for each company).

Let's Get Started To Boost Your Profits Over The Next 12 Months.

Contact us today for a proposal

About Your Professional Team

Marketery has an exceptional staff of copywriters, graphic designers, web designers, video editors, SEO experts, and event managers so you don't have to leave marketing on the back burner anymore. After the Workshop, rely on us to provide as much or as little marketing support as needed. We can become your virtual team or provide strategic direction for your in-house marketing team.



Diane Saeger, CEO of Marketery, served as VP of Marketing for a global company that grew 150% within 4 years.



Jon Rivers, COO of Marketery, is renowned in the industry for digital marketing. Both have served on Microsoft Boards and are highly invested in the high-tech industry.

"We were looking for marketing support for our content delivery. The Baseline Messaging Workshop was recommended as the first step to ensure alignment with our key value statements and supporting evidence. The Workshop was well organized, engaging, and fun for our teams to talk about how our work impacts customers. The resulting content has provided us with consistent messaging that we use across platforms and initiatives, which is very helpful!"

~ Sarah Pavlik - Marketing Director, The Portal Connector and pavliks.com