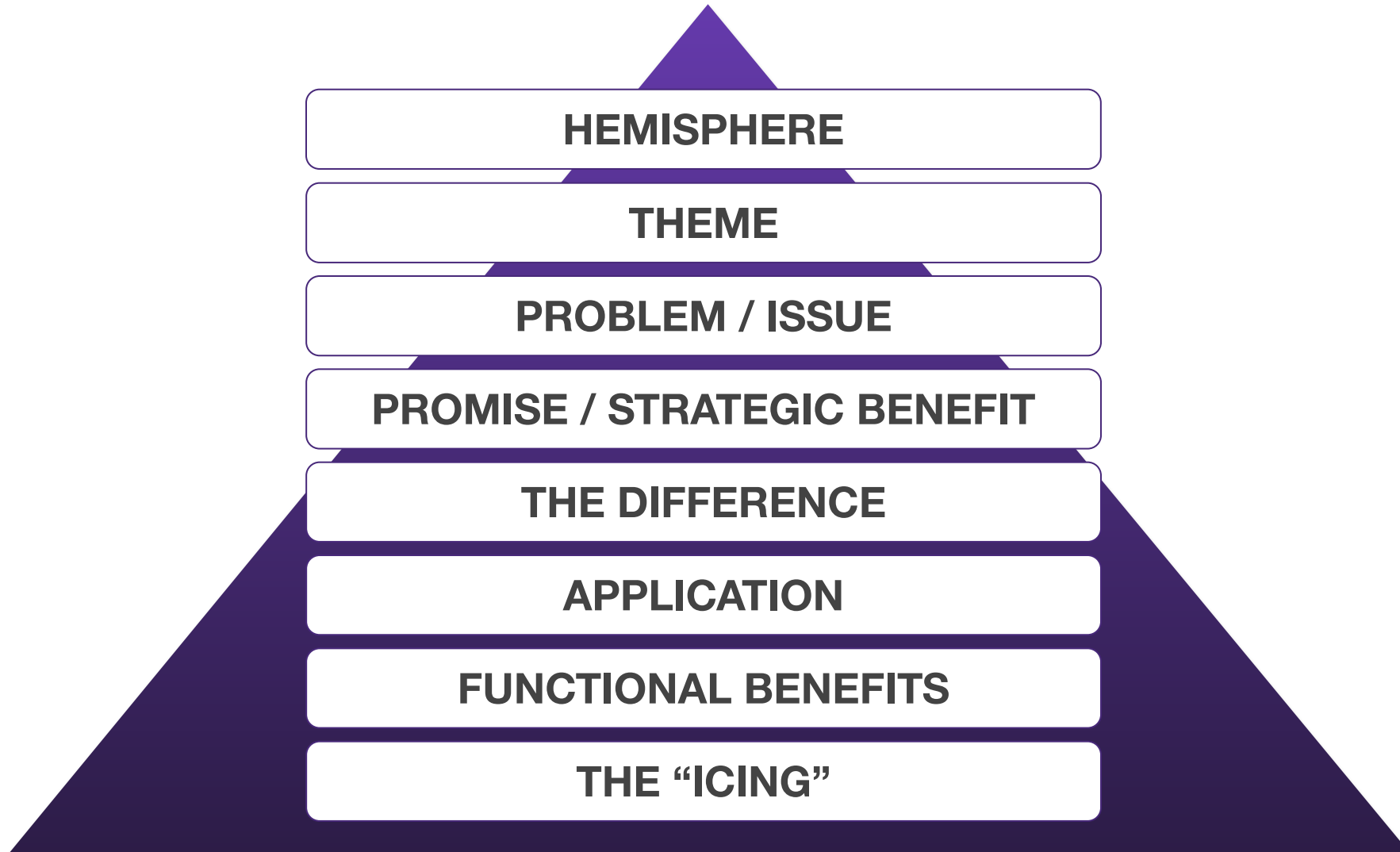




# Messaging Hierarchy

# Message Hierarchy



# Breakdown

1. **Hemisphere:** The hemisphere is the broadest possible description of the area we operate in that still contains information. It's like a two-digit NAICS or SIC code—a very high level of abstraction. Idea is to get people quickly into the right ballpark. Think of this as the highest level of our target market. E2open example: Supply Chain Management.
2. **Theme:** An analogy that can be used to quickly communicate what we do. What would you say at a cocktail party, or to an elderly relative? It's a bit like “high concept” in the movie business—an explanation that can be shouted across a parking lot and still make sense. E2open example: supply chain control tower.
3. **Problem:** The problem is the customer's problem, the pain we are going to address.
4. **Promise:** The promise is the happy future state the customer will achieve by working with us—it's where you are and what you can do when you have solved the problem. E2open example: Commit with confidence.
5. **Difference:** The difference or differentiator is a core competence we are enabling for the customer. It's the action or process or capability that we enable that makes the promise possible and solves the problem. It's not something we sell, it's a capability we enable. This is a lot like the idea of the Category in the Play Bigger approach. E2open example: Collaborative planning and execution.
6. **The Enabler/Application** is the actual stuff we sell at the highest level of abstraction (e.g., at E2open, we had about 100 SKUs on the price list, but the whole shebang rolled up into the E2open Business Network). The Differentiator is what you do, the enabler is how you do it.
7. **Functional benefits** are basically the benefits bullet points from the data sheet—what are the granular, quantifiable business benefits of adopting our technology and approach? You don't really need to test this stuff.
8. **The Icing** (on the cake) is stuff at the level of tag lines or web copy.



# Message Hierarchy - completed



# Elevator Pitches

10 Words:	Expert Marketing Advisors is like gasoline for your marketing fire.
25 Words:	Expert Marketing Advisors is gasoline for your marketing fire. We increase awareness of your company and boost your lead flow to achieve accelerated marketing-driven growth.
50 Words:	Expert Marketing Advisors is gasoline for your marketing fire. We increase awareness of your company and boost your lead flow to achieve accelerated marketing-driven growth. We do this through application of rigorous marketing methodologies, robust best practices, and access to the talent and expertise of the Expert Marketing Advisors Network.





# Thank you!

For inquiries or questions, please email  
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