



# CASE STUDY: THE ROI OF A MESSAGING PLAYBOOK

INCREASE SALES, DECREASE BUSY WORK,  
AND ALWAYS FOCUS ON HOW YOU HELP YOUR CUSTOMER

Before Sun Print Solutions had a Messaging Playbook, they were very clear in their heads what they wanted to say and which direction they wanted to take the company, but articulating these thoughts and putting them down on paper in a unified and customer-focused way was a lot more difficult than they thought.

"Each department had their own point of view as to the value and offering the company provided and sharing these multiple and different messages with customers only served to confuse them," said RJ Deneau, Business Development Manager, Sun Print Solutions.

This is their story...

## THE MESSAGING PLAYBOOK

"The value of the Messaging Playbook is that we now have one cohesive, customer-facing message that the entire company can use. It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals," explains RJ.

"Before, we had a melting pot of ideas! What we were saying made us feel really good about ourselves, but in reality, what we were saying didn't resonate with our customers.

We now realize that we were putting the emphasis in the wrong place. We were so busy talking about what mattered to us, like our 80-year history, we forgot to tell the customer how we could help them make their job easier.

The Messaging Playbook showed us that first we need to attract the customer by telling them how we help them, and then we need to prove they can trust us to get the job done with messages like our history, our people, our facility, etc.

Looking back, our original message was too vague and didn't really say anything of value to draw the customer in."

**" It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals. "**

**RJ Deneau  
Business Development  
Manager**





## CASE STUDY: THE ROI OF A MESSAGING PLAYBOOK

### CREATING THE MESSAGING PLAYBOOK

The intake form provided by Joanne Gore Communications (JGC) was the first step in helping the team at Sun Print Solutions articulate their thoughts. It was an opportunity to consolidate everyone's opinion and ideas in one place.

As RJ puts it, "We basically told JGC what was in our heads, and they created messaging that put the customer at the forefront by:

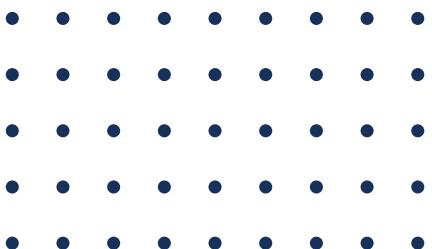
- Clarifying our overarching message
- Defining our target audience
- Matching each offering to a target customer
- Highlighting our customers' pain points and provided solutions
- Creating proof-points to back up our story and invoke trust

"They made it look so easy and turned it around a lot faster than expected."

According to Joanne Gore, Principal at JGC, "Good marketing is about your customer and bad marketing is about you, so the sooner companies flip their message and focus on their customer needs first, the quicker they start closing deals."

### THE ROI OF A MESSAGING PLAYBOOK

- Customer-facing messaging that resonates with your customer and invokes trust
- Comprehensive and consistent messaging that can be used by your entire organization
- Defines the target audience and matches specific messages to them
- Identifies customer pain points and provides solutions
- Minimizes the approval process because everyone is working from an approved playbook





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## USING THE MESSAGING PLAYBOOK

Because the Messaging Playbook is not a framework, but a comprehensive document that is easy to follow and use, everyone in the company can benefit from it:

- Marketing uses it to build web pages, create marketing campaigns, etc.
- Sales uses it to build presentations, respond to sales objections and general communications
- Executives use it in their day-to-day communications and business development functions
- Account managers use it to craft customer-facing emails and communicate consistently
- Human Resources uses it as an onboarding tool for new employees and to ensure internal and external communications are consistent

They all simply cut and paste straight out of the already approved Messaging Playbook, with no need to reinvent the wheel every time they put pen to paper.

An added bonus is that the approval process is now completely minimized.

The impact of having a comprehensive messaging playbook extends throughout the company.



“ I feel like JGC handed us a life vest and I could never imagine working without it again. ”

Jennifer Pettinger  
CEO



“ I have it bookmarked to open automatically when I start my day, it motivates me to stay focused and start each conversation on message. ”

Sara Deneau  
CFO



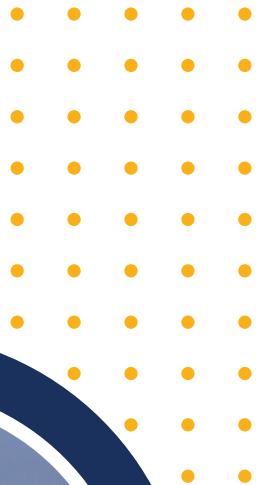
“ When I have a business problem, I know I will find the solution in the Messaging Playbook. ”

Gretchen Stephenson  
Project Manager





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### WHAT IS A MESSAGING PLAYBOOK

The job of the Messaging Playbook is to put the customer first and focus on how you can help them. JGC does this with a playbook that answers three questions:



The questions are easy, but the answers are not, because they are written from the point of view of your customer.

This information can then be used by the entire company to cut and paste from. It makes creating marketing and sales materials really easy, because the bulk of the work is already done for them.

Plus, it eliminates the need for a laborious approval process. "When you work with a Messaging Playbook, you are guaranteed to provide your customers with a consistent and value-packed message that resonates with them every time," said Joanne.



### ABOUT SUN PRINT SOLUTIONS

Sun Print Solutions brings your printing into the 21<sup>st</sup> Century and helps you get personal with print. We print, we mail, we innovate, and we do it all in-house! Plus, we create brand experiences by putting your brand in the hands of your customer. Anyone can put ink on paper, but we are known for tackling complex jobs, making them easy, and getting them right every time.

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### ABOUT JGC

Joanne Gore Communications (JGC) helps companies tell their story to a new generation of business buyers. The company is led by Joanne Gore, a veteran B2B marketer, speaker, published writer and mentor. Joanne has spent the last three decades helping software, hardware, print, and manufacturing companies pinpoint their quickest time to money, and stretch their marketing dollars with programs that generate awareness, engagement, and growth.

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