Note: This messaging guide is modified to remove [brand] and (feature/solution) references, to provide an overview of how I think about creating messaging and value propositions for product marketing.

Purpose

The purpose of this internal document is to provide standardized messaging for GTM, sales, partner, and marketing teams to use when talking about or building assets for [brand] and associated features. It's important that we use this approved language when talking about this [brand] so that we present a consistent and compelling experience for stakeholders. This messaging guide includes background information, the value proposition for businesses, feature benefits, an explanation of how it works, and FAQ.

Background

Traditionally, [brand] has played a post-purchase role in the shopper experience. [Brand] is an entrenched (solution) trusted by thousands of businesses selling across multiple channels.

[Brand] positioning statement

Accelerate your ecommerce success with the world's fastest (solution) from [brand]. As the leading (solution) powering thousands of businesses, [brand] sets a new standard with (feature 1 and 2) across any sales channel. Leverage the network with over x fulfillment centers around the globe to transform supply chain services into a conversion driver with fast delivery that boosts customer loyalty.

What are the existing [brand] key messages? For existing and new audiences, the value proposition of [brand] is founded upon four core pillars and four features: 1) pillar A, 2) pillar B, 3) pillar C, and 4) pillar D.

What are we announcing? To strengthen the value that businesses get from [brand], we're launching x new features: 1) feature 1, and 2) feature 2. These new features extend the [brand] value proposition beyond scale and reliability by prioritizing (feature 1 and feature 2) to help accelerate business growth.

What problem are these new features solving and how do they benefit businesses? (Features 1 and 2) empower businesses to consistently deliver products to customers faster and more reliably, improving shoppers' purchasing confidence. With 82% of ecommerce leaders stating that offering faster order delivery speeds has enabled them to increase shopper conversion*, [brand] gives businesses a competitive edge, while boosting customer confidence.
*Source: *Forrester Research: Unleashing the power of ecommerce fulfillment*

Who is the main target audience? The additional value offered by (feature 1 and 2) is relevant to all business cohorts, but our key target audience is existing customers that are using [brand] to fulfill orders across multiple channels.

What's our goal for different audience cohorts? Goals for this messaging update span across three key cohorts: 1) for **existing sellers**, we want them to use more [brand] services, 2) for **prospects**, we want to entice them to try [brand], and 3) for **at risk sellers**, we want reduce attrition.

Availability and launch plan:

Phase 1 (date): Announce the new features prior to general availability to generate media buzz and awareness.

Phase 2 (date): General availability of (feature 1) and (feature 2). This date was chosen to give merchants enough time to inbound inventory to take advantage of features 1 and 2.

Value propositions

These value propositions summarize what the product is and why it's important in an approachable way for merchants.

Merchants

Short	Fuel your growth and build lasting customer relationships with the world's fastest and most reliable fulfillment services. Get more value from [brand] with delivery now fulfilled in (x days) or less.
Long	Fuel your growth and build lasting customer relationships with the world's fastest and most reliable fulfillment services. Convert more customers with reliably fast delivery dates, and a greater than x% on-time delivery rate using [brand]. Stand out to customers and improve purchase confidence by showcasing (feature 1) on your product pages.

Benefits

This messaging highlights the core and supporting benefits that this feature provides to merchants.

Approved messaging	
Core benefit	**Faster delivery that converts.** Convert more customers and increase brand trust with reliably fast delivery dates, with a greater than x% on-time delivery rate using [brand].
Supporting benefits	Messaging for all audiences: • **Reliable delivery just got faster**: Get more value from [brand] with (feature 1) and (feature 2). • **Cost savings with faster fulfillment:** Streamline your fulfillment operations and fulfill customer orders faster at no additional cost to you. • **Reliability that converts:** Boost sales with transparent dates and reliable fulfillment of orders across all your sales channels. • **Fulfillment that builds loyalty**: Give your customers >x% on-time delivery and order dates they can depend on. Additional messaging for [brand] sellers: • **Reduce operating costs**: (1 sentence description) • **Reliable delivery**: (1 sentence description) • **Consolidate inventory:** (1 sentence description) • **Automated solutions:** (1 sentence description) • **Real-time order tracking**: (1 sentence description) • **Accelerate your growth**: (1 sentence description)

Taglines and one-liners

Use this messaging in promotional assets where one-off headlines, taglines, and one-liners might be necessary beyond the benefits messaging, or when word count is limited.

	Approved messaging	How to use
Headlines and taglines	• Delight customers with x% faster deliver rates • Expedited delivery at standard rates • Transform order fulfillment • On-time delivery just got faster • Build brand trust with dependable delivery • Stand out with faster shipping speeds • Fulfillment at the speed your customers expect • Reliably fast. Priced for your growth. • Turbocharge your delivery times • The fastest standard delivery speed in the US	These can be used at the top of emails, landing pages, and social ads with limited characters to inspire interest and further engagement.

	• Closer to instant gratification	
One-liners	• Stand out to shoppers and reduce operating costs with the faster fulfillment services. • Reset customer expectations with the fastest fulfillment services. • Simpler speed options priced to help fuel your business growth. • Faster delivery speeds to help accelerate your growth.	

How it works

Use this approved messaging to help merchants understand how the feature works/how to get started.

Note: This section outlines the steps customers need to follow to get started, explaining the specific elements of how the new features benefit their business. This section includes screen shots of the customer UX with links to learn more.

FAQ

Use this messaging to answer common questions for merchants.

Note: This section provides anticipatory Q&A relating to the new features.