



VENTANA RESEARCH

Persona and Messaging Optimization Workshop

Workshop Services

Ventana Research offers a market and buyer-tailored Persona and Messaging Optimization Workshop across all of our expertise and topic areas. Our workshop consists of a thorough and collaborative review with precise recommendations on the optimal messaging for the desired market personas through an interactive expert-led workshop.



Alignment

Is the positioning and messaging sufficiently linked to industry and business themes that are not just top-of-mind but essential to buyer personas?



Relevance

Is the messaging effectively incorporated within the context of product-related use cases geared to the necessary buyer personas?



Impact

Is the messaging part of the larger story being told and is it compelling and differentiated enough within the competitive landscape to invoke action from buyers?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of relevant experience as a research director, will conduct the workshop to identify and prioritize opportunities for messaging optimization for targeted personas to guide and give improvements to ensure optimal results. The workshop will provide alignment to best possible messaging for achieving a call to action from targeted personas within the markets that they have relevance to drive targeted buyers to take action and have a compelling impact.

Deliverables

- Actionable guidance on persona and buyer-focused messaging and positioning.
 - Blueprint and framework for ongoing messaging optimization.
- Creation of customized workshop materials to ensure workshop goals are met.
 - Preparation and follow up fine-tuning sessions.
- A full-day workshop leading and collaborating with your team.

Benefits

- Optimized messaging for personas that will increase marketing impact.
 - Reduced time and resources to develop compelling messages.
 - Increased time to focus on qualified marketing leads.