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# The Importance of Key Messaging

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Key messaging is an adept way to ensure that you are sending a consistent message about your company and the offerings you provide. First, let's look at what a key message is.

## What Is A Key Message?

- 1) Key messages should be a concise description of your key points and give you an easy, quick and effective way to get your message across.
- 2) Key messages should be brief and memorable.
- 3) Key messages should be natural sounding (not memorized). They should flow easily in conversation.

When developing your key messages you should commit to creating two or three messages – but no more! It is important to keep the quantity of your main messages to a minimum so you can be certain that your main points can quickly be made – and then remembered by your audience. You need your messages to be short, concise and easily understandable; if they are too long, they won't be effective.

## Why Are Key Messages Important?

Making sure everyone at your company is delivering consistent messaging about what you do will help with your overall branding and name recognition in the marketplace you serve.

For example, before you attend a tradeshow or event make sure that you equip your staff with the main key messages you want them to impart while they are there. Have those messages written out, and make sure everyone is able to recite them in a short, concise way. They don't need to be delivered verbatim, but they must have the same consistent message. This will ensure that everyone they talk to leaves with the same basic message about your company.

When dealing with the media, having solid key messages in place is a great way to circumvent questions you don't want to answer with information you'd like to make known. You can use your key messages to bridge back to the points you want to discuss.

## The Importance of Repetition

Having key messages in place is a great way for you to start any conversation and also gives you great closing points for discussions. Remember, you created those messages because they contain the main points that you want people to remember about your company. Make sure that you make your key messages an important part of every conversation, and if you follow the rules above – keep your messages short, concise and easy to understand – this should be very simple to do.

Remember, whenever there is communication about your company, you want the messages to be controlled. Key messages give you that control.

## About the Author

*Nicolle Martin has been with Edge Marketing, Inc. since 2007. She consults with clients to strategically plan and execute on marketing and public relations activity that will help them achieve their overall company goals.*



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