



B2B Messaging Framework

[By Outlier Creative](#)

	Example: Slack
Core Premise A foundational truth that resonates universally with the target audience, forming the basis for a compelling value proposition.	Communication is key to effective teamwork. However, the existing tools for communication like email, chat apps, and video conferencing were not designed to meet the unique needs of teams.
Positioning Statement A positioning statement identifies the product and its target audience's perception, occupying a distinct place in the buyer's mind.	Formula: Our product is for (ICPs) who are trying to (achieve a specific goal) by (doing things a current way) but (limitation of current way) which leads to (a blocker of progress). But with our product, they can (do specific jobs) using (specific features) so that (they can achieve the desired outcome). Example: Slack Slack is for tech startups that are trying to communicate and grow efficiently by using disjointed communication tools like email, scattered chat apps, and fragmented video conferencing solutions, but these tools create communication silos, hinder collaboration, and slow down decision-making, limiting overall productivity and cohesion within teams. With Slack, they can centralize team communication by integrating various channels and tools within a single platform using chat, voice calls, and video conferencing, coupled with robust search capabilities and a user-friendly interface, so that their teams can experience enhanced collaboration, faster decision-making, and improved productivity across all levels of the organization.
Value Proposition A concise statement that communicates the unique benefits,	Slack centralizes team communication, integrating diverse tools into one platform to eliminate communication silos and enhance collaboration. With features like unified chat, calls, and video, coupled with robust search, teams experience improved productivity, faster decision-making, and enhanced collaboration.



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solutions, or value that a product, service, or brand offers to its customers		
Brand Promise Your brand promise represents the ultimate commitment to end-users and encapsulates the essence of the organization's values.	Slack makes work life simpler, more pleasant and more productive.	
Value Pillars Value pillars are concise, one or two-word descriptions of the key benefits customers gain from the product or service.	Pillar 1	Unified Communication: Integrating diverse tools for cohesive collaboration.
	Pillar 2	Efficiency: Streamlining workflows and decision-making.
	Pillar 3	Enhanced Collaboration: Fostering teamwork and productivity.
Messaging by Persona Tailors messages according to different roles within the audience, addressing their specific needs and preferences.	Team Leader/Manager: Slack emphasizes features like channel management, reporting tools, and integrations to streamline workflows, boost team productivity, and facilitate oversight without micromanaging. IT Administrator: Messages highlight Slack's security features, compliance standards, and administrative controls, focusing on data protection, user management, and integration capabilities for seamless technology management. Remote Worker: Tailored messages focus on Slack's mobile accessibility, flexible communication channels, and virtual workspace capabilities, emphasizing the platform's ability to bridge distances and maintain team cohesion. Project Manager: Slack highlights project-specific channels, task management integrations, and real-time collaboration tools to emphasize how it streamlines project communication, task tracking, and team coordination. Customer Support Agent: Messaging centers around Slack's ability to integrate with customer support tools, offer swift response times, and centralize customer inquiries, ensuring timely and efficient issue resolution.	
Tone of Voice	The Slack voice is the heart of our brand—it shines through our words, design, sound and overall experience with Slack. It sounds	



Establishes the brand's personality in communication, determining the style and manner of messaging.	like your friendly, intelligent coworker: clear, concise and human. Clear Clarity is a courtesy to our readers. We respect their time and their intelligence, answer questions before they're asked, and don't get in the way of their actions. We recognize the weight of the written word. Saying what you mean is the best way to say something meaningful. Concise We give every word purpose. We're thoughtful and intentional with our words. We don't get carried away with ourselves. Human We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way we say it. We like the people we're talking to, so we keep things warm and conversational. We add delight when the moment is right, and we reward the curious with pleasant surprises.
Elevator Pitch A brief, coherent summary combining core premise, positioning, brand promise, and value pillars.	Unlocking efficient teamwork starts with effective communication. At Slack, we revolutionize how tech startups collaborate by replacing scattered emails and disjointed chat apps with an integrated platform. Say goodbye to siloed conversations and hello to unified chats, calls, and video—all in one place. We empower teams with a user-friendly interface and robust search, ensuring enhanced productivity, faster decisions, and seamless collaboration. Because at Slack, we believe in simplifying work, making it not just productive but also pleasant.
Proof Points Provides evidence that your product can solve specific pain points and substantiates your competitive advantage.	• Reduced Email Overload: Slack users report a significant decrease in internal email traffic, with an estimated 32% reduction in email usage, streamlining communication and reducing inbox clutter. • Enhanced Team Collaboration: Teams using Slack experience a 25% increase in collaboration efficiency, evidenced by quicker decision-making and a reduction in the time taken to resolve issues due to improved communication. • Productivity Gains: Customers note a 30% boost in overall productivity after adopting Slack, attributed to quicker access to information, reduced meeting times, and faster resolution of queries. • Improved Remote Work Support: Organizations using Slack report a 20% improvement in remote team connectivity and engagement, mitigating the challenges associated with remote work and ensuring seamless communication across dispersed teams. • Faster Onboarding and Knowledge Sharing: Slack



	accelerates new employee onboarding by 40%, facilitating easy access to historical conversations and knowledge repositories, thus reducing ramp-up time.
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