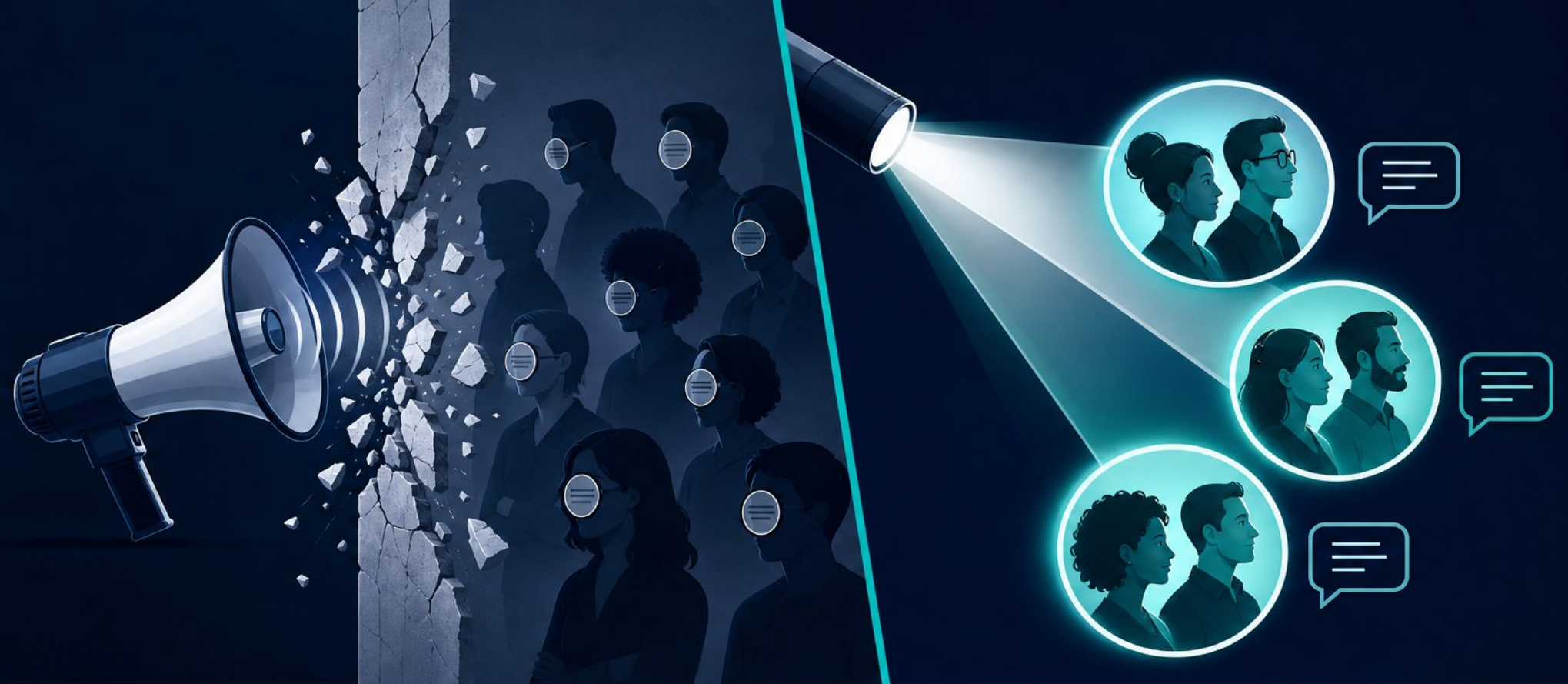


Writing Marketing Messages for Different Audiences

- Audience adaptation is an essential marketing skill in 2026
- Same product, different readers → different message priorities and vocabulary
- Reader tasks and prior knowledge drive all message architecture choices
- Leave with a repeatable framework for tailoring one product message across audiences



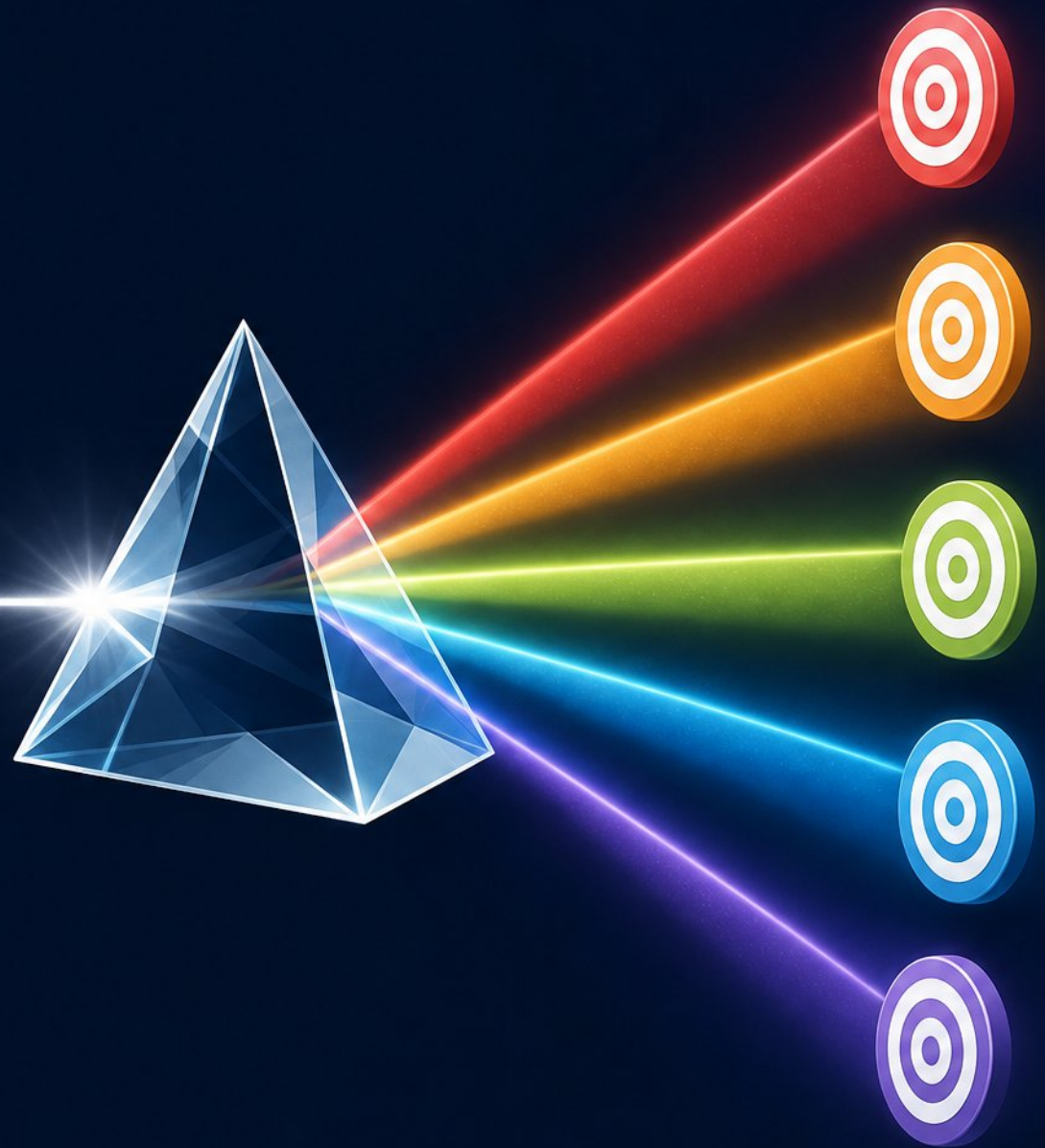


Why One-Size-Fits-All Messaging Fails

- Generic messages collapse under scrutiny in multi-stakeholder deals
- Shift from "what we say" to "what each reader needs to hear"
- Consequences: lost deals, confused prospects, fragmented voice
- Solution: structured process for audience-smart message variants

Core Principle: One Product, Many Truths

- Different stakeholders care about different outcomes from the same product
- Define a “core message constant” that stays identical across all audiences
- Universal value props are raw material for persona-specific emphasis
- You are not writing different stories — you are emphasizing different facets



Audience Mapping: Task, Knowledge, and Decision Role

- Categorize readers by goal: evaluate, approve, implement, compare, or champion
- Assess knowledge across domain expertise and product familiarity
- Build lean profiles: role, urgency, pain language, decision criteria
- Workshop: draft profiles for a technical evaluator and an economic buyer



Technical Evaluator



TASK

Evaluate, compare, validate, and assess fit



KNOWLEDGE

High domain expertise; deep product familiarity



DECISION ROLE

Influences technical direction and recommendations



Economic Buyer



TASK

Approve, prioritize, and ensure value justification



KNOWLEDGE

Broad business understanding; outcome and ROI focused



DECISION ROLE

Makes the final investment and resource decisions

Persona Priorities: What Each Reader Cares About Most



Economic buyers



ROI



Cost reduction



Risk mitigation



Payback timeline



Champions & end users



Workflow efficiency



Time savings



Ease of adoption



Technical evaluators



Architecture



Integration



Security



Compliance



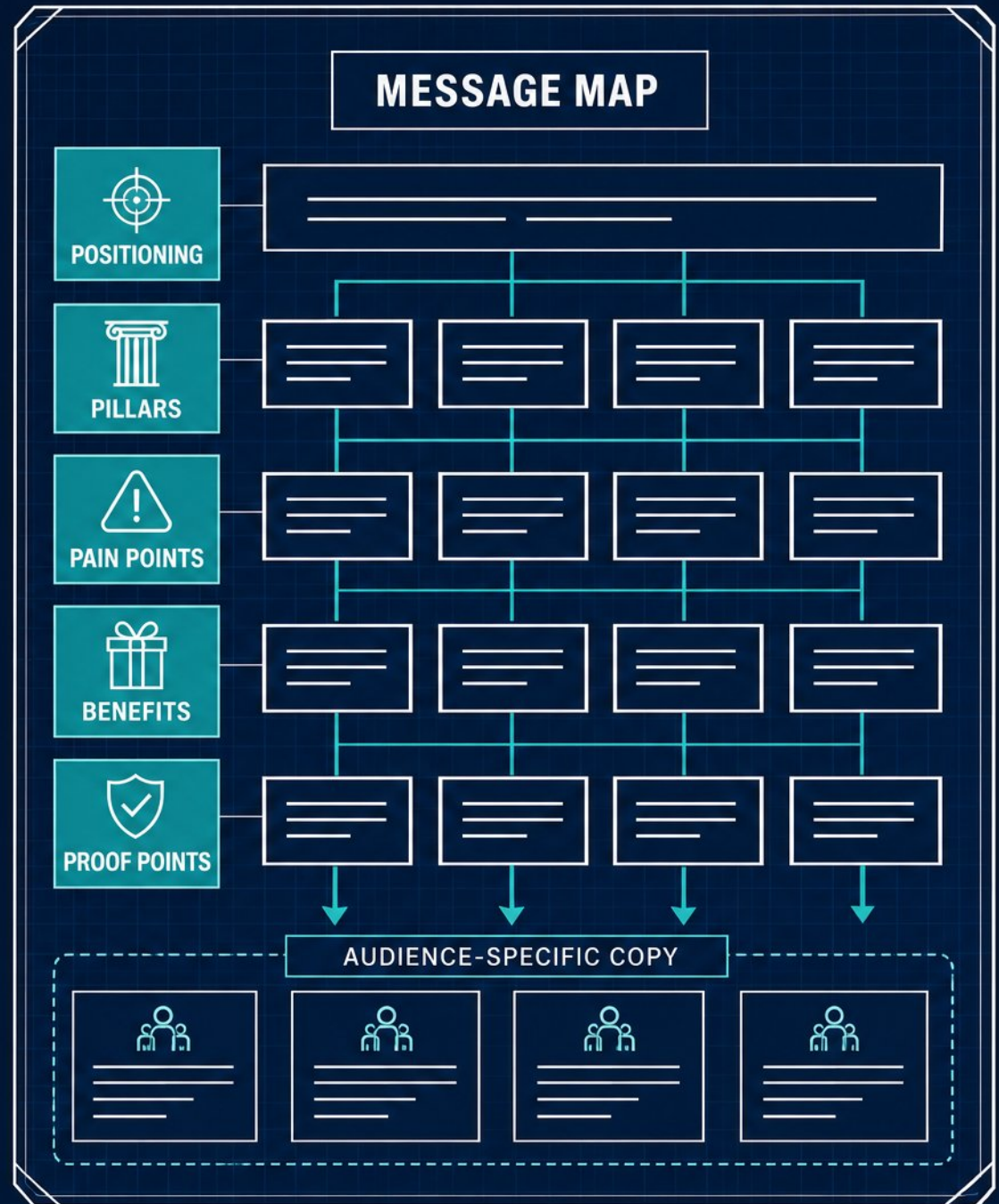
Implementation



Extract priorities from win/loss data, sales calls, and customer reviews

The Message Map: Your Single Source of Truth

- One-page framework linking positioning to audience-specific copy
- Five-row structure: Positioning, Pillars, Pain, Benefits, Proof
- Eliminates inconsistent messaging across teams
- Walkthrough of a completed message map example



Adjusting Message Priority for Different Readers

- Lead with the benefit that answers the reader's most urgent question
- Reorder talking points when shifting from technical to executive buyer
- Front-load critical information to reduce cognitive load
- Practice: re-rank the same product points for two distinct personas



Language Tuning: Vocabulary, Tone, and Technical Depth



- Match terminology to audience expertise; use plain language by default
- Adjust sentence complexity and detail density per reader type
- Tone flexibility shows audience respect, not brand inconsistency
- Same value prop, different language: CFO, end user, and IT leader



CFO

Our solution optimizes total cost of ownership through operational efficiency, risk reduction, and scalable architecture—delivering sustained value aligned with your business objectives.



USER

Our solution makes your work easier. It helps you get more done with less effort, so you can focus on what matters most.

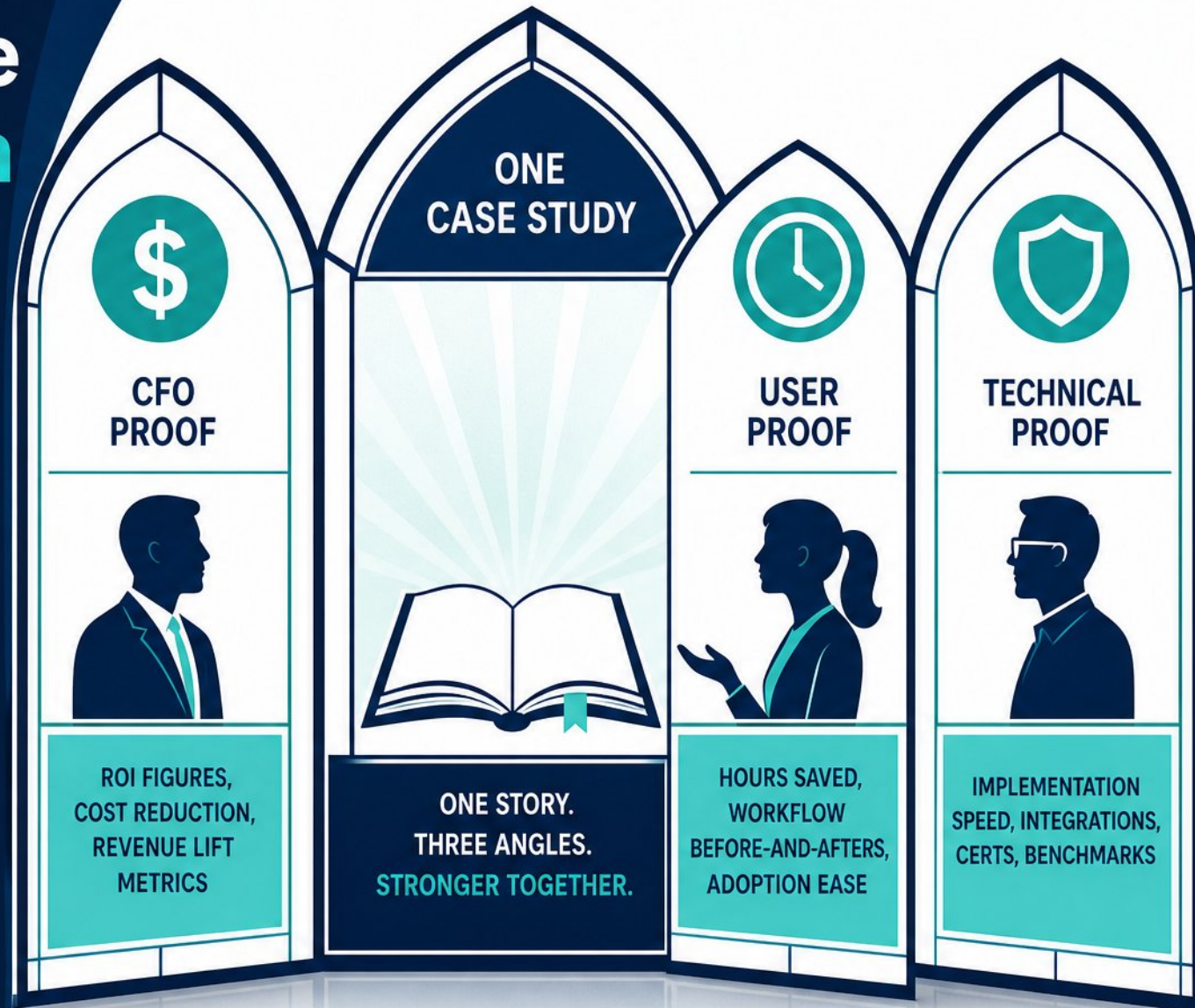


IT LEADER

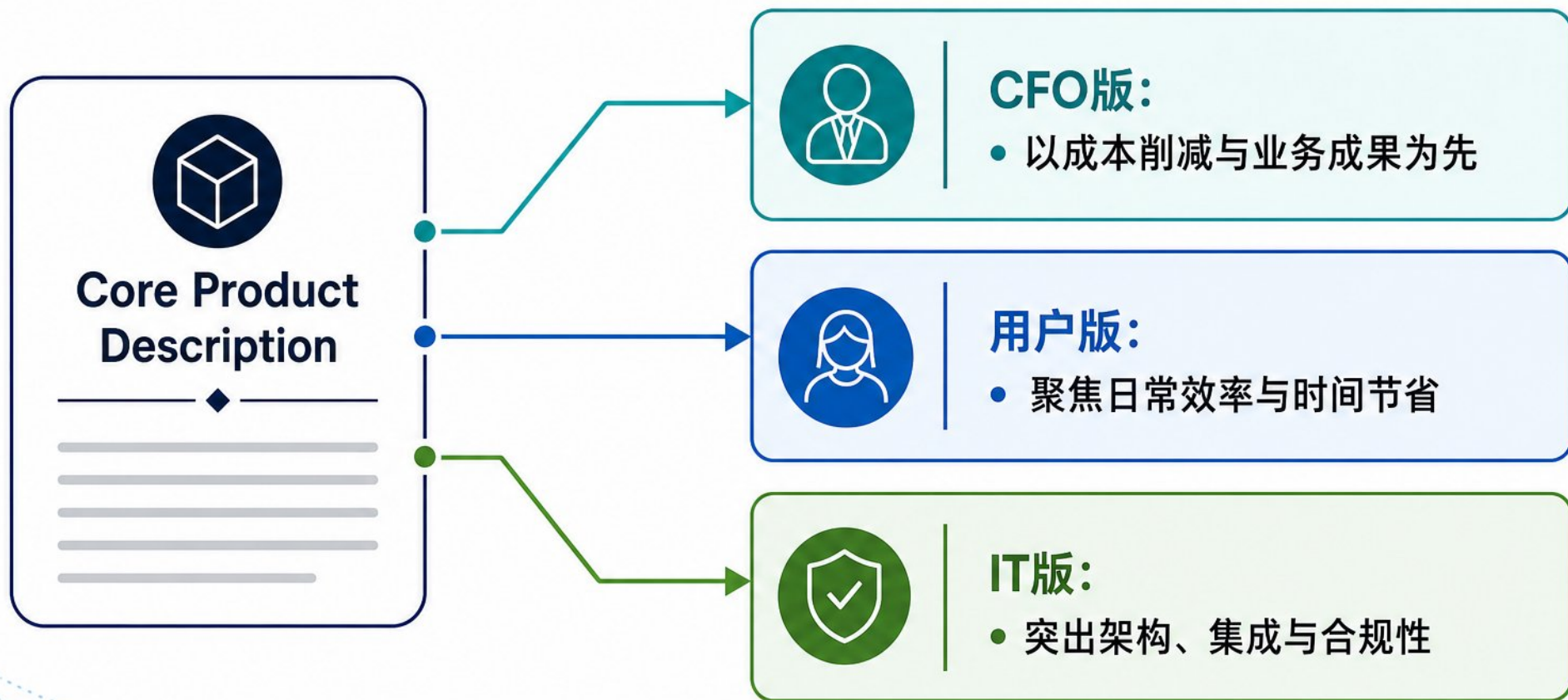
Our solution leverages modular, API-first architecture with secure by design principles, enabling seamless integration, high availability, and operational scalability across your environment.

Proof Points That Persuade Each Persona

- Same case study, three angles to close multi-stakeholder deals
- CFO proof: ROI figures, cost reduction, revenue lift metrics
- User proof: hours saved, workflow before-and-afters, adoption ease
- Technical proof: implementation speed, integrations, certs, benchmarks
- Mine existing wins and customer data for persona-specific evidence



From One Product to Multiple Messages: A Concrete Walkthrough



- 并列对比：展示优先级、用词与依据的变化

Preserving Brand Consistency Across Variants

- Voice stays constant; tone flexes by audience and context
- Lock core brand rules; let supporting details adapt freely
- Check: does your CFO variant sound like a different company?
- Use a review checklist before publishing any variant



Common Pitfalls When Writing Across Audiences



- Overloading one message to serve every reader (“kitchen sink” copy)



- Miscalibrating technical depth: expert is bored, newcomer is lost



- Inconsistent voice that fragments brand perception across channels



- Writing feature enthusiasm instead of addressing the reader’s real task



- Self-review prompt: “Whose decision does this serve — and how?”



The Repeatable Three-Step Customization Process



- - Profile the reader: task, knowledge, role, urgency — under 5 minutes
- - Rank the information: lead with the benefit and proof that match
- - Adjust the language: vocabulary, tone, and depth for that reader
- - Works in 20 minutes or 2 hours — repeatable for deadline-driven teams

Putting It All Together: Your Audience-Adaptation Playbook

- **Recap:** Profiles → Message Map → Priority → Language → Proof
- **Final exercise:** Build two annotated message variants from one scenario
- **Self-review rubric** to validate audience fit before publishing
- **Resources:** Message map, persona card, and variant review checklists

A "VARIANT REVIEW CHECKLIST" form with a white background and a dark blue border. It contains six items, each with a teal icon and a checkbox: "Audience fit" (people icon), "Message clarity" (speech bubble icon), "Relevance" (heart icon), "Credibility" (shield icon), "Call to action alignment" (checkmark icon), and "Tone and language" (pencil icon). The form is positioned diagonally on the right side of the image.

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