



building sharper brands

5 STEPS TO INCISIVE CONTENT

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INCISIVE GUIDES

Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice,

01483 230393



Helping you
improve cut through
and response.

ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



FOCUSED

addresses a relevant need



DIFFERENT

achieves valuable differentiation



STICKY

stays in people's minds



MOTIVATING

prompts clear action

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WHO NEEDS 'INCISIVE CONTENT'?

You do.

You have a target audience.

You need them to react to your messages.

You need an edge over competitors.

Incisive content puts you in front.



WHAT IS 'INCISIVE CONTENT'?

Is this about **brevity**?

Brevity is vital, but it isn't everything. Incisive content goes beyond brevity.

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First, **identify a need**. Then, offer the answer, fast.

X

Don't say what everyone else says. **Stand out.**

!

Be memorable.
Say the unforgettable.

+

Incite reaction.

‘INCISIVE CONTENT’ EXPLAINED

It’s about **customers.**

Customers are **swamped** by messages – and **not just from your competitors.** From everyone with something to sell, from local and national government, from the taxman. And, always, **spam.**

They can’t read it all. They don’t want to read everything. They won’t remember much of the stuff they do read.

Incisive content **stands out from the crowd,** catches their attention, alerts them to your benefits, sticks in their minds, **prompts them to action.**

Incisive content **helps customers to make the right choice.**

FIVE SIMPLE STEPS TO INCISIVE CONTENT

Don't guess.
Check.

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Read the 10-Point Checklist -
see next page



Write your content draft



Check whether it meets
every objective



Amend content until it passes



Have it checked by a
colleague for final independent
confirmation

10-POINT CONTENT CHECKLIST

CRITERIA	OBJECTIVE	ACHIEVED?
Concise	As brief as possible, without losing the meaning.	
New	Reader might not have seen this before.	
Relevant	Reader needs to see this.	
Valuable	Reader will gain genuine benefit from this.	
Illustrated	Visual elements add value to the text.	
Motivating	Reader is driven to answer a clear call to action.	
Clear	Reader can see how to respond immediately, easily.	
Consistent	Message is in line with brand and strategy.	
Portable	Content can be re-used elsewhere.	
Trackable	Impact of the content is easily measured.	



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Or call 01483 230393

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