

Brand Strategy & Messaging Guide



Redemption Crane

Humans love a good story

Whether a story passed down through generations, a good book, movie, or play, humans love a good story.

Good stories pull at the emotions because **we see ourselves in the story.** As the hero is transformed, we are motivated to take action and transform our own lives. For this reason, **story-focused marketing is scientifically proven to attract attention and increase sales.**



Story-based marketing removes confusion and gets to the heart of your customers' problems. They may not even be aware of the problem, but there is one single question that every one of your potential customers wants answered: *“How will your product or service help me transform my story and lead to a better future?”*

Your Websites That Sell Brand Strategy & Messaging Guide will focus your message and marketing strategy by **leveraging the power of storytelling**. From entry level employees to the CEO, your team will possess a unified process to create a positive company culture, generate leads, close more deals, and make more money.

The 7 elements of a captivating story

The seven basic elements of a good story have been relatively unchanged for thousands of years. **All life-changing stories follow a simple framework** that Donald Miller outlines in his masterful book, *Building A Story Brand*.



The 7 elements of a captivating story

A (1) hero has a (2) problem. He or she meets a (3) guide, who gives them a (4) plan and (5) calls them to action. The hero of the story follows the plan to (6) avoid failure and (7) find success. The problem is solved and the hero is transformed into a better person.



The 7 elements of a winning marketing message

The seven elements of a captivating story are the exact same elements of a marketing message **that resonates with buyers and leads them to buy from you.**



The 7 elements of a winning marketing message



A (1) hero/ your customer has a (2) problem. He or she meets a (3) guide/ your company, who gives them a (4) plan and (5) calls them to action. Your customer follows the plan to (6) avoid failure and (7) find success. The problem is solved and your customer is transformed into a better person.



Your winning brand strategy and marketing message

Too many brands make far less money than they should because they position their brand as the hero instead of the trustworthy guide.

Your potential customers are the heroes of their personal story and they are constantly looking for products and services that will help them overcome roadblocks on their journey to more confidence, a better body, deeper relationships, a cleaner house, stronger finances, etc.



By positioning your brand as their trustworthy guide to the good life, you will cut through the noise and become the brand of choice for your target buyers.

The following strategy and messaging guide is broken into two main sections:

1. Step-by-step guide on how to think about your customer and brand as characters in a story.
2. Actionable items you can use immediately to transform and elevate your marketing.

A large yellow circle at the top of the page with a black arrow pointing downwards from its center.

Understanding your customer's story

1

A Hero

First, identify the type of person you are a guide for. The more specific you can be, the better.

This person will be your ideal customer and the primary target of all your marketing and sales efforts. Resist the temptation to make the target too broad in order to reach everyone. Even though it's counter-intuitive, niches grow riches. The more specific you can be, the easier it will be to sell and the more money you will make.



Your ideal customer / client

Managers at general
manufacturing plants who
want to keep their overhead
cranes running smoothly.



... has a problem

Once you know the specific person you will be marketing to, you must identify the single biggest problem that keeps them from getting what they want as it relates to your brand. Resist the urge to list lots of problems.

The problem must be something that they acutely feel and that you can effectively solve. The more specific the problem, the easier it will be to sell and the more money you will make.



2

... has a problem



Your customer's problem

External

Excessive overhead crane downtime halts production and bleeds cash.

Internal

This causes plant managers to feel stressed.

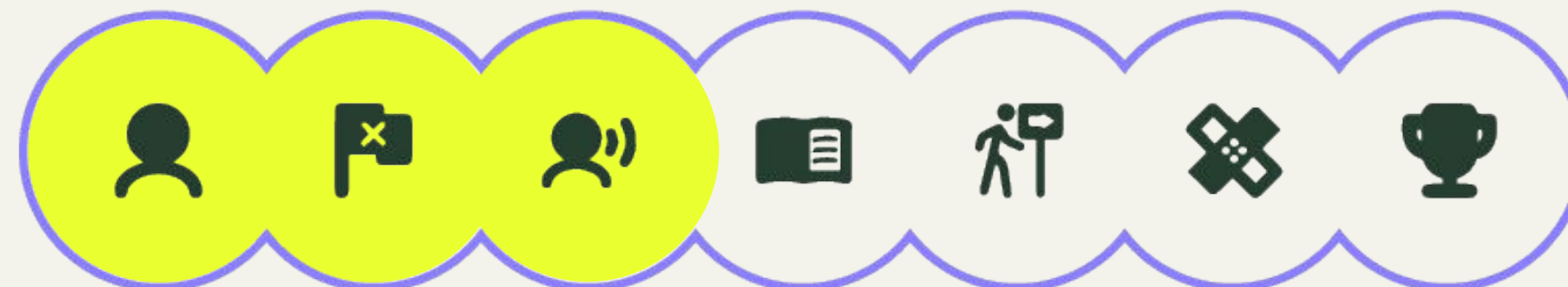
Philosophical

Everyone deserves to have minimal downtime from their overhead cranes so they can continue making a profit.

But they meet a guide...

There are two parts to being an effective guide for your prospective customers:

1. You must be able to empathize with them. They want to know that you understand their problem on a personal level.
2. You must establish yourself as an authority. They want to know you have experience/expertise to solve their problem. Establishing authority helps them feel safe spending money on you.



3

But they meet a guide...



Your Empathy

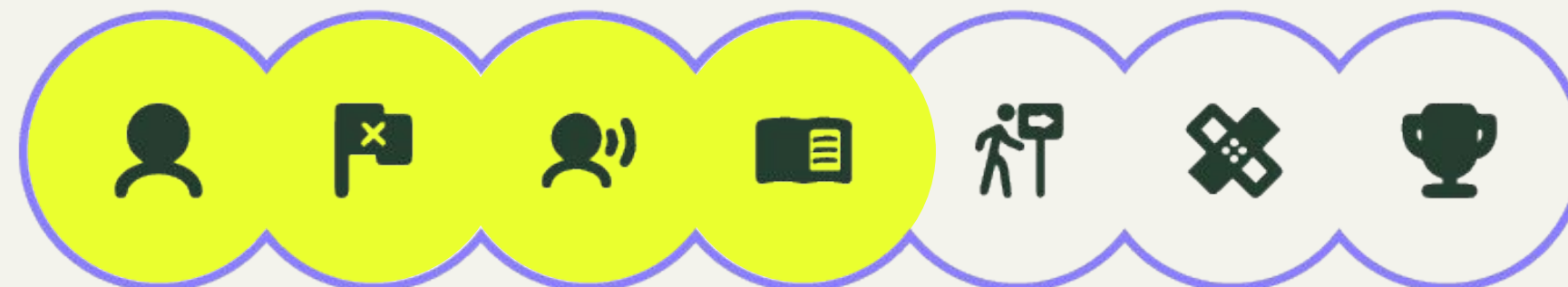
We've seen firsthand how stressful unexpected, long crane downtimes are for managers, and how draining these downtimes are financially.

Your Authority

With 37 years of combined industry expertise, Redemption Crane is committed to providing comprehensive solutions that limit downtime so you can have sustained productivity and profitability.

... who gives them a plan

Your customer needs a simple, actionable, 3-step plan for working with you. The plan will show your prospective customer how easy it is to do business with you and, by extension, solve their problem.



4

... has a problem



Your simple plan

1

Book a call

2

Receive a custom solution

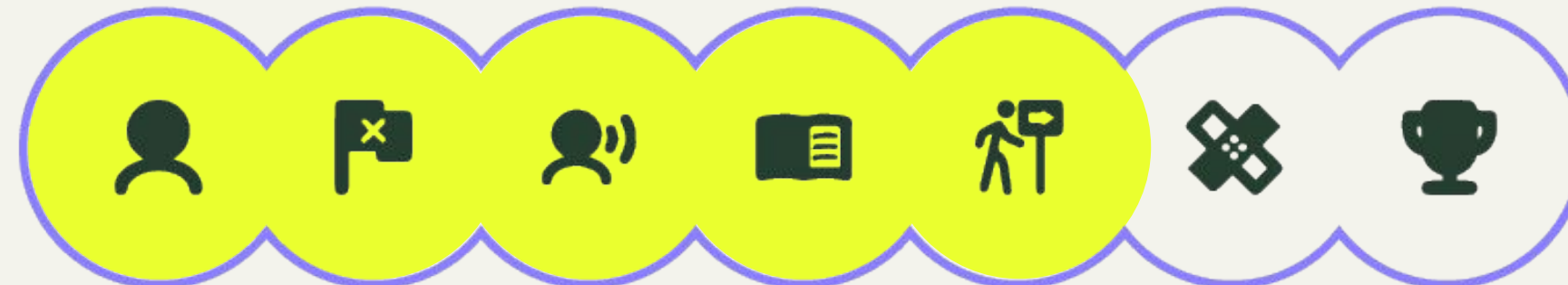
3

Enjoy minimal downtime

... and calls them to action

Even with a great plan the hero won't act unless the guide calls them to action. Prospects need to be encouraged to “Buy Now” or “Signup” in order to give them the courage to take the next step. Make the ask unmistakably clear and easy to act on. There are two types of call-to-action (CTA) buttons on sales-generating websites:

1. Direct CTA: This is the one thing your prospects can do to immediately get your product or service (“Buy Now,” etc.).
2. Transitional CTA: For prospects who are not ready to buy yet, this CTA offers something in exchange for an email address. The key is that this has to be something of real value that they couldn't get anywhere else (Free Audit, etc.).



5

... and calls them to action



Your direct CTA

Book a call

Your transitional CTA

Download our free guide: "3 Ways
Your Crane Equipment is Costing
You Money"

... so they can avoid failure

Your customer is not only pursuing success. They are also trying to avoid failure. Success is meaningless unless there is an alternative, negative outcome to compare it to.

Subtly remind your customer of the bad things they will experience, or continue to experience, if they don't invest in your product or service. All the heroes in great stories have to make high-stakes decisions, and your customer is no different.



6

... so they can avoid failure



The customer's failure

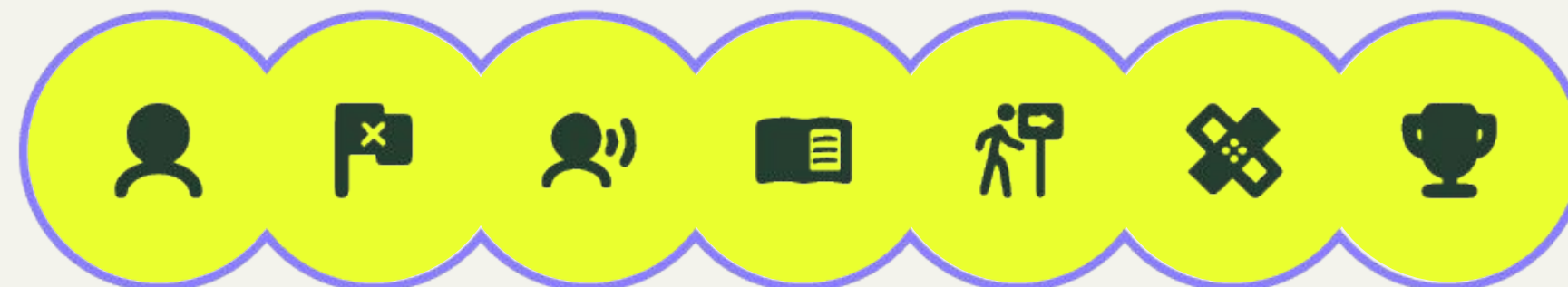
Continuing to experience extensive overhead crane downtimes that limit productivity and cost countless dollars in production time.



... and achieve success

Give your customer a clear, concise, and tangible picture of what their life will look like after they use your product or service.

This will create a stark, unmistakable contrast between how good your customer's life will be if they buy your service, and how uncomfortable it will be if they don't.



7

... so they can avoid failure



Customer success

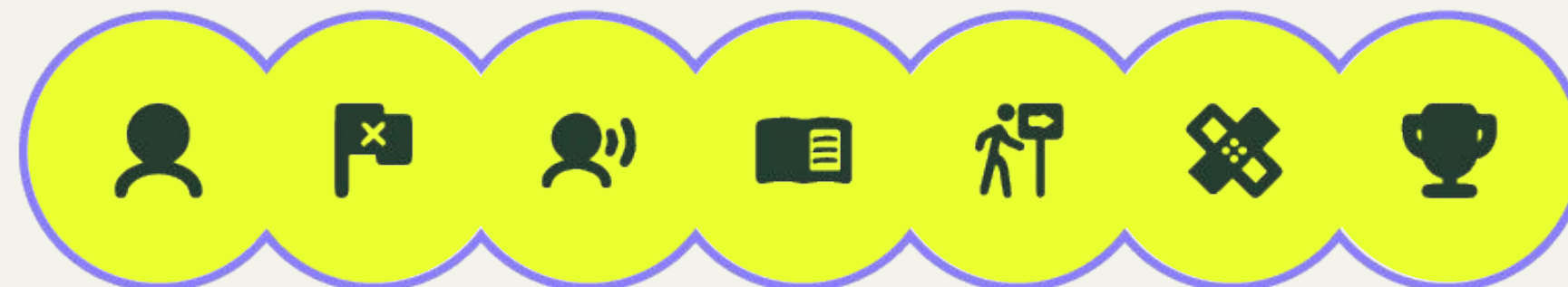
Overhead cranes that run smoothly, limiting downtime to keep production moving and profits flowing.



Customer Transformation

By the end of any good story, the hero has experienced some kind of noticeable change. Your customer is no different.

By summarizing the transformation your customer will experience, you invite them to envision what life could be like with your brand's help. This overarching transformation is the backdrop for all your marketing communication.



*After using your product or service,
your customer will transform...*

From

Being an inefficient and stressed plant manager.

To

Being a stress-free profitable plant manager.

The 7 Elements of Your Strategy & Marketing Message

Your ideal customer:

Managers at general manufacturing plants who want to keep their overhead cranes running smoothly.

Has a problem:

Excessive overhead crane downtime halts production and bleeds cash. This causes the plant manager to feel stressed. Everyone deserves to have minimal downtime from their cranes so they can continue making a profit.

Your Empathy

We've seen firsthand how stressful unexpected, long crane downtimes are for managers, and how draining these downtimes are financially.

Who gives them a plan

1. *Book a Call*
2. *Receive a custom solution*
3. *Enjoy Minimal Downtime*

Your Authority

With 37 years of combined industry expertise, Redemption Crane is committed to providing comprehensive solutions that limit downtime so you can have sustained productivity and profitability.

DTCA

Book a call

TCTA

*Download our free guide:
"3 Ways Your Overhead
Crane is Costing You
Money"*

Customer's failure

Continuing to experience extensive overhead crane downtimes that limit productivity and cost countless dollars in production time.

Customer's success

Overhead cranes that run smoothly, limiting downtime to keep production moving and profits flowing.

Customer's Transformation

From

Being an inefficient and stressed plant manager.

To

Being a stress-free profitable plant manager.

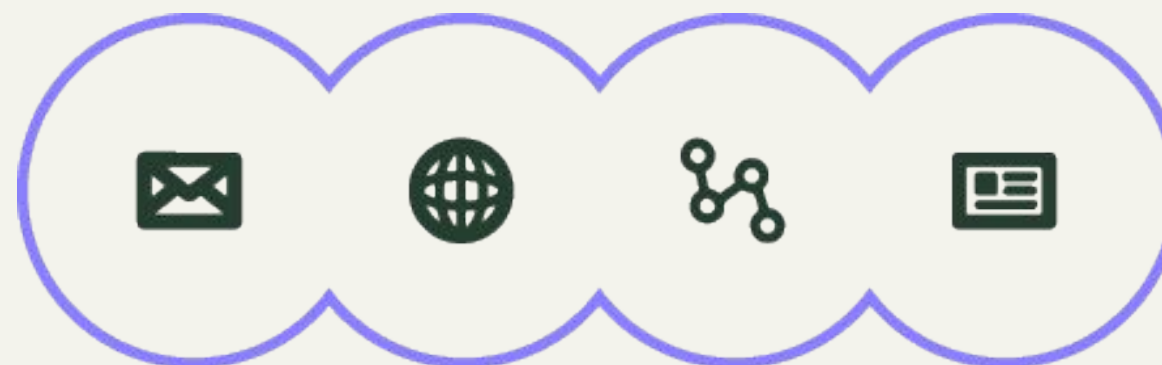
Practical ways to elevate your marketing

2

**Your One-Liner: The simple answer to the question,
“What do you do?”**

Overhead crane downtime halts production and bleeds cash. At Redemption Crane, we keep overhead cranes running smoothly so that production never stops and the profits keep flowing.

Where to implement? *Email Signature, Website, Networking, Business Cards*



Your Taglines, Headers, and Slogans: Every brand needs short, interesting phrases that can be used in their messaging.

- Keep Your Cranes Running, No Matter What.
- Breakdowns Happen. Downtime Doesn't Have To.
- Your Crane, Our Commitment: Zero Downtime.
- Downtime? Not On Our Watch.
- Seamless Production, Non-Stop Profit.
- Uninterrupted Operations, Unmatched Outcomes.
- Reliability Redefined for Overhead Cranes.
- Cranes Up, Costs Down.
- Your Production Never Pauses, Neither Do We.
- Uninterrupted Production Starts Here.
- Elevate Efficiency, Eliminate Downtime
- Drive Your Business Forward with Reliable Crane Operations
- Forge Ahead: No Downtime, No Delays with Redemption Crane

Where to implement? *Social Media Posts, Email Subject Lines, Ads, Merchandise, Website*



**Thank
You!**