

**INBOUND**

**Teardown Live!**  
**Does Their Story Suck –**  
**or Convert?!**

**Kate DiLeo**

September 3<sup>rd</sup> and 4<sup>th</sup>, 2025

## After this session you'll be able to:



- ❖ Learn the proven brand messaging methodology, rooted in buyer psychology, that drives stronger sales and marketing outcomes.
- ❖ Recognize pitfalls to avoid so that your brand creates the “you get me” moment your prospects need to convert.
- ❖ Understand how to shift key components of your brand message so it compels buyers to take the right action.
- ❖ **But wait! There's more!**

For only 3 easy payments of \$19.95...

**You too  
can see what  
the best  
brands  
are doing!**



(R.I.P. Ron Popeil...)

P.S. They STILL sell this thing!

Image Source: Target.com

**WOW!  
Tell us more!**

**Jerky sold  
separately.**

# Why am I up here?

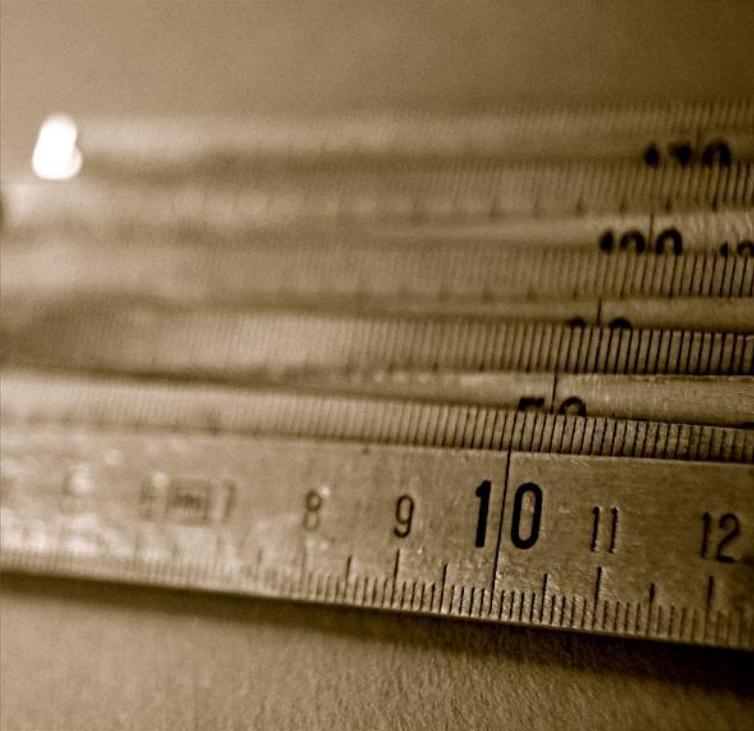
I'M KATE. BRAND ARCHITECT AND CMO.

- ◆ Background in linguistic anthropology
- ◆ Known for psychology-backed methodology
- ◆ Partnered with 350+ companies
- ◆ Fractional CMO for Series A B2B SaaS Brand
- ◆ Total brand nerd with a bad case of '90s nostalgia...
- ◆ Brand is the path of least resistance to revenue!



# The rules of engagement:

GET EXCITED! THIS ISN'T YOUR TYPICAL TEARDOWN LIVE.



## ◆ What we will do:

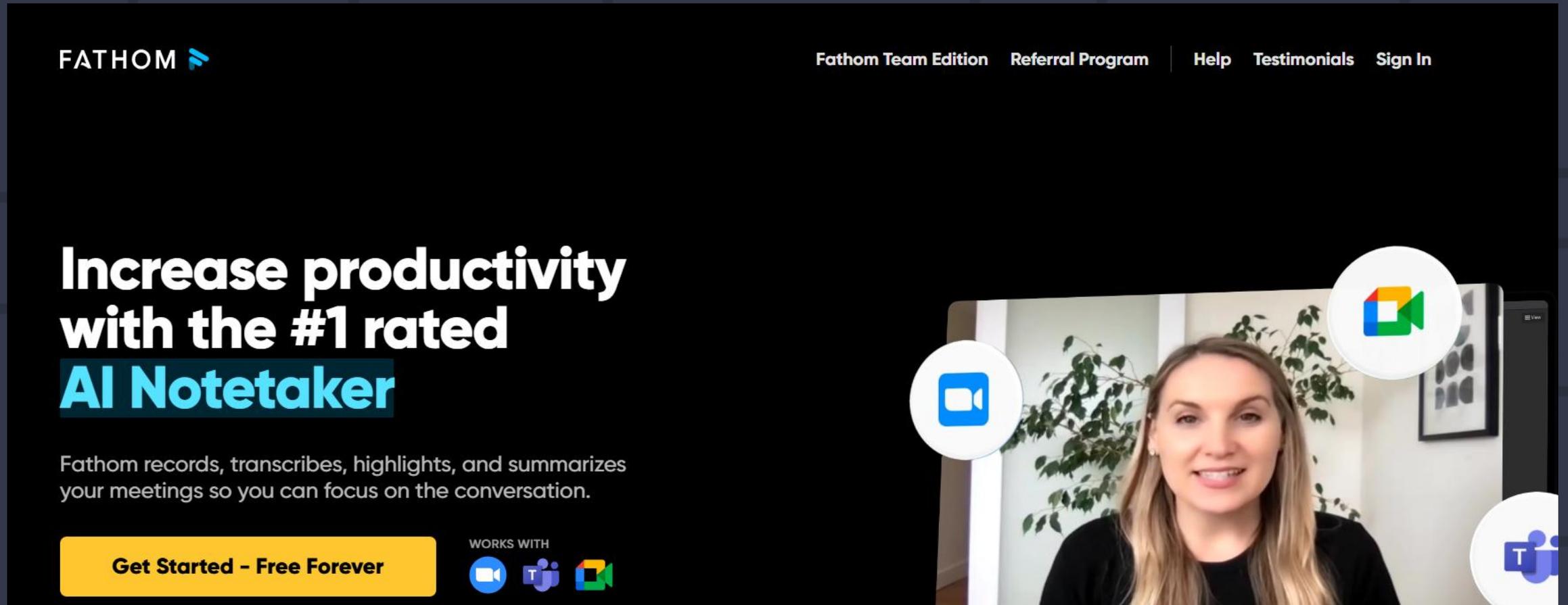
- *Be curious – consider why*
- *Be constructive – consider how*

## ◆ What we will not do:

- *Be negative Ned's or Nancy's*
- *Bash a brand's integrity or offering*

◆ We will lift brands up, not just tear them down!

# The sea of brand sameness



FATHOM 

Fathom Team Edition | Referral Program | Help | Testimonials | Sign In

## Increase productivity with the #1 rated AI Notetaker

Fathom records, transcribes, highlights, and summarizes your meetings so you can focus on the conversation.

[Get Started - Free Forever](#)

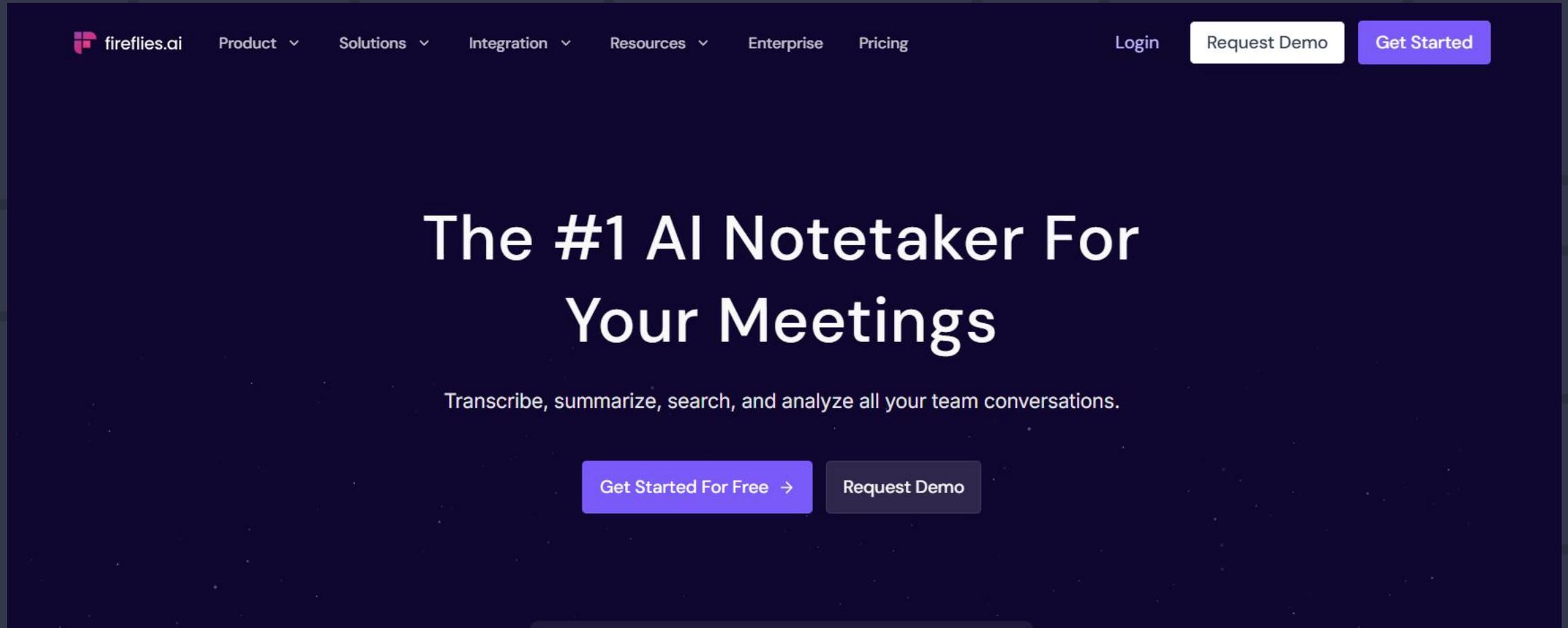
WORKS WITH   

The screenshot shows a video call in progress with a woman in the center. Surrounding her are circular icons for Zoom, Microsoft Teams, and Google Meet, illustrating the product's compatibility with these platforms.

(I really like to be #1)

Source: <https://www.fathom.video>

# Another one?



The screenshot shows the Fireflies.ai website homepage. The navigation bar at the top includes the logo 'fireflies.ai', menu items for 'Product', 'Solutions', 'Integration', 'Resources', 'Enterprise', and 'Pricing', a 'Login' link, and two buttons: 'Request Demo' and 'Get Started'. The main content area features a large heading 'The #1 AI Notetaker For Your Meetings' and a sub-headline 'Transcribe, summarize, search, and analyze all your team conversations.' Below this are two buttons: 'Get Started For Free ->' and 'Request Demo'.

(Well, now I'm on a data hunt...)

Source: <https://www.fireflies.ai>

# You have GOT to be kidding me...

Otter.ai breaks \$100M ARR barrier and launches industry-first AI Meeting Agent suite. [Learn more](#)



Solutions ▾

Pricing

Apps & Integrations

Resources ▾

Schedule a Demo

Log In

Start for Free

## The #1 AI Meeting Agent ✨

Never take meeting notes again. Get transcripts, automated summaries, action items, and chat with Otter to get answers from your meetings.

Start for Free

(I'm sticking to analog!)

Source: <https://www.otter.ai>

# Speaking of #1

As my good friend Jay Schwedelson said...



# The state of the union for brands in 2025:

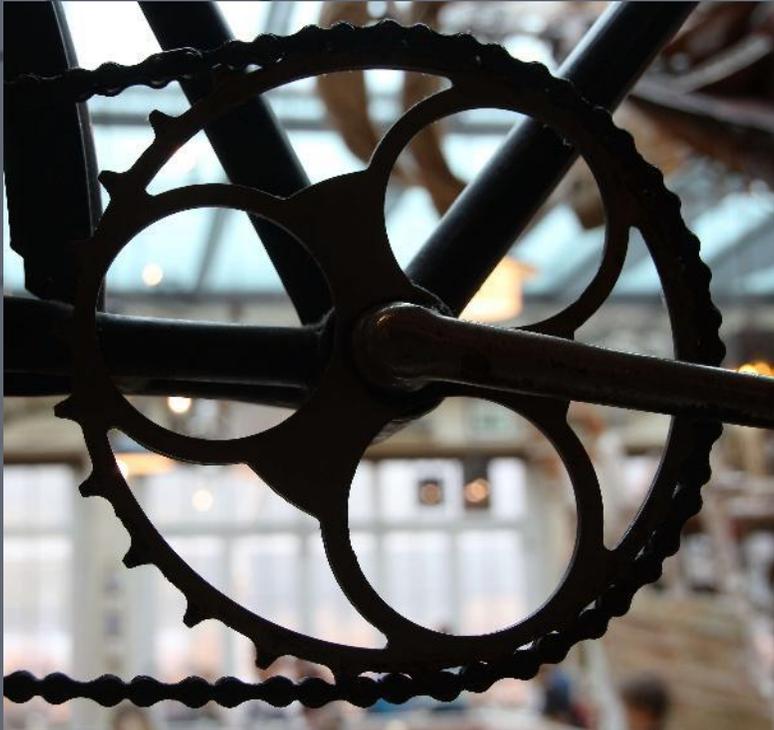
## MARKETING, SALES, AND LEADERSHIP FEEL THE PAIN

- ◇ Lack of differentiation
- ◇ Immense pressure to perform
- ◇ Financial impacts:
  - Higher CAC
  - More competitive sales cycles
  - Lower pipeline and/or lost deal flow
  - Lower revenue



# Get off the marketing hamster wheel:

BUILD A BRAND THAT IS THE PATH OF LEAST RESISTANCE TO REVENUE



- ◇ #1 way to differentiate your brand
  - *NOT a campaign*
  - *NOT thought leadership*
- ◇ Step 1 = brand message refinement
- ◇ Brand can create conversations that convert
- ◇ Requires a formulaic approach
  - *Rooted in buyer psychology*



## Buckle up. Here's the plan:

- ◆ **Step 1:** Review The Brand Trifecta® formula
- ◆ **Step 2:** Weigh two (2) brands against the method
- ◆ **Step 3:** Learn simple + powerful brand improvements
- ◆ **Step 4:** Check out other brands who are rocking it!
- ◆ **Step 5:** Figure out your next steps (QR code)

# The Brand Trifecta<sup>®</sup>

A PROVEN AND FORMULAIC BRAND MESSAGING MODEL

## ◆ Tagline

- *What you do*

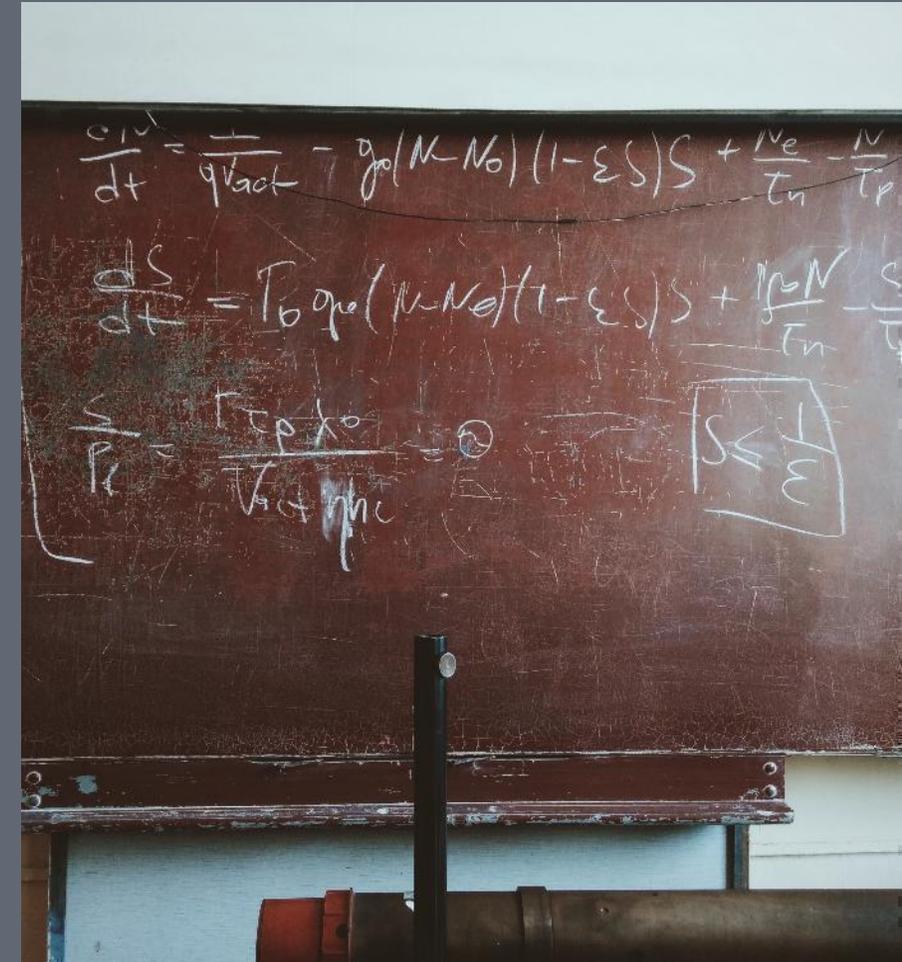
## ◆ Value Proposition Statement

- *How you solve your customer's problem*

## ◆ Differentiator Statements

- *How you differ from the competition*

## ◆ A + B + C = conversion moment



# The two big musts:

GREAT BRANDS FOLLOW THESE TWO KEY PRINCIPLES

## ◆ #1 What and how you say it matters.

- *Word choice*
- *Tone of voice*
- *Grammar and punctuation*

## ◆ #2 Order of operations matters.

- *Don't break the order of The Brand Trifecta®*
- *Storytelling comes after The Brand Trifecta®*



# The Brand Trifecta<sup>®</sup>

## 1. TAGLINE



- ◇ 1st line of defense in your brand
- ◇ B2B brands: *what you do*
- ◇ B2C brands: *promise of the experience*
- ◇ Short and precise phrase
- ◇ Provocative, not pretentious
- ◇ Provokes a response from prospects...
  - *“Really? What do you mean by that?”*

# The Brand Trifecta<sup>®</sup>

## 2. VALUE PROPOSITION STATEMENT

- ◇ Expounds on your Tagline
- ◇ Answers the initial question...
  - *“What do you mean by that?”*
- ◇ Says how you solve the heart pain
- ◇ Creates the “You get me!” moment
- ◇ Compels a critical comparison moment
  - *Imperative for prospects to convert*



# The Brand Trifecta<sup>®</sup>

## 3. DIFFERENTIATOR STATEMENTS



- ◆ Says how you are better than the rest
- ◆ Max 3 – 5 bullet points
- ◆ Macro Level – not all features/benefits
- ◆ Speed, delivery model, proprietary approach, unique technology, level of service...
- ◆ Addresses the critical comparison moment
- ◆ Brings prospects to the point of conversion

# The buyer psychology:

## THE METHOD BEHIND THE BRAND TRIFECTA® “MADNESS”

- ◇ The “how/what” question signals conversion
- ◇ Until prospects hear The Brand Trifecta® ...
  - *They are not ready to know the details!*
- ◇ Creates a natural content hierarchy
- ◇ Opens the door for story-based content
  - *Features/benefits, video, long-form content*
- ◇ **Prospects self-select into the buying process**



# Remember these two?

GREAT BRANDS FOLLOW THESE TWO KEY PRINCIPLES

## ◆ #1 What and how you say it matters.

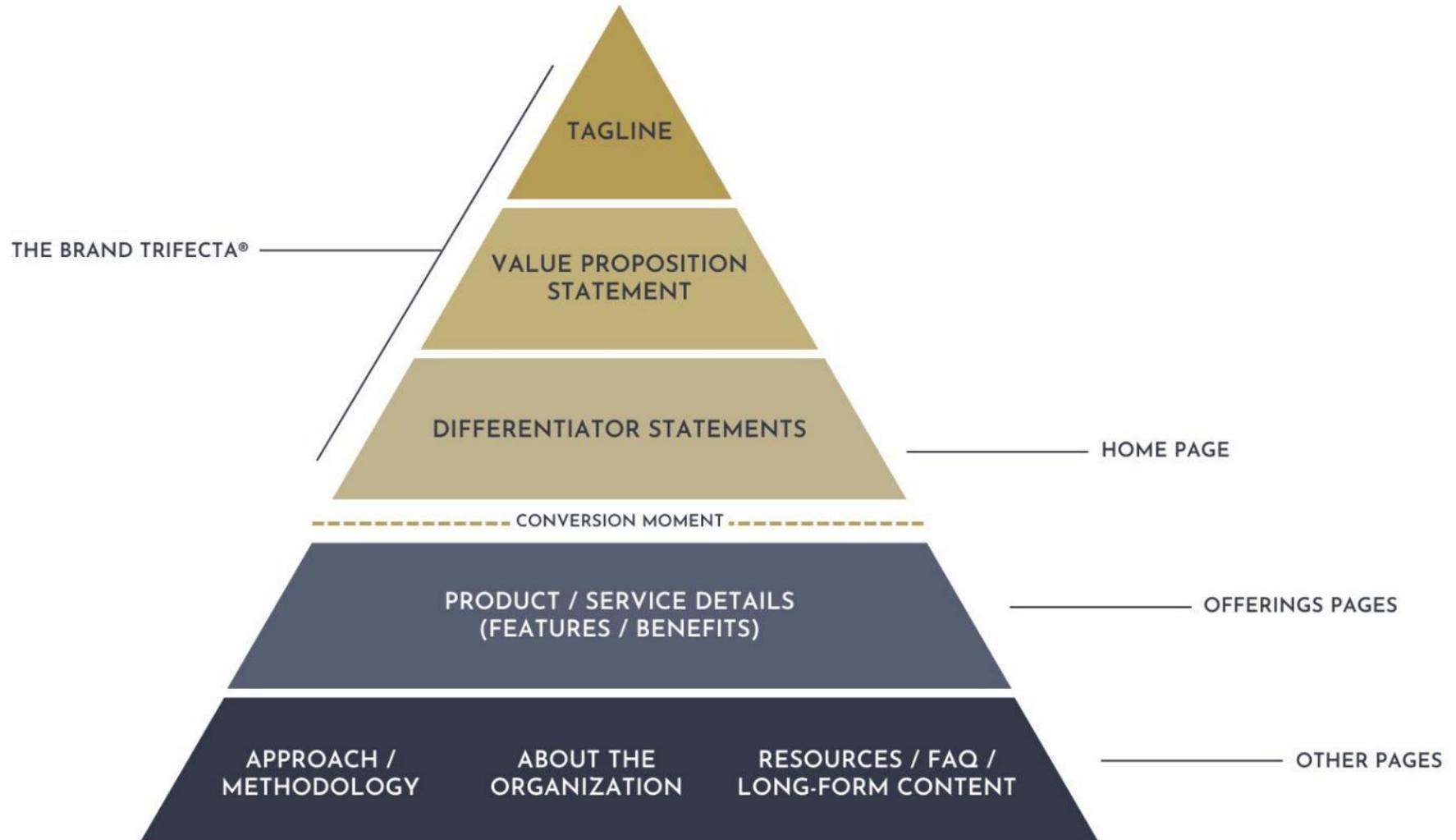
- *Word choice*
- *Tone of voice*
- *Grammar and punctuation*

## ◆ #2 Order of operations matters.

- *Don't break the order of The Brand Trifecta®*
- *Storytelling comes after The Brand Trifecta®*



# Order of operations



Buckle up.



How did I get two big brands to join in?

**Calm down!  
I'm joking.  
I didn't ask.  
I begged.**



**I promised to  
keep it kind and  
constructive.  
They agreed!**

(Who doesn't love a good fruit basket?)

Also, I still subscribe to the H&D catalog...

Source: <https://harryanddavid.com>

# Brand #1: CallRail

## WHAT'S GOING ON?

- ◆ Strong brand, product, and tone of voice
- ◆ Target audiences: SMBs and marketing agencies
- ◆ Shift from just call tracking to all-in-one platform
  - *Move from AI being a (+) to central to the brand*
  - *Product and message evolution...*
- ◆ So...how strong is their brand message?
  - *Weigh it against The Brand Trifecta<sup>®</sup>*

The CallRail logo is displayed in a blue, sans-serif font. The word "Call" is in a smaller size than "Rail", and the two words are separated by a wide space. The logo is centered on a white rectangular background.

# CallRail: Before

**CallRail** Products ▾ Pricing Industries ▾ Resources ▾ (888) 291-1691 Support Login 🔍 [Start free trial](#)

Seems disjointed - are they call tracking, AI, or both?

Length of Tagline is a bit long...

## Call tracking + AI that turns calls into higher close rates

Love the rotating piece of the Tagline!

Trying to tie it to outcomes!

**Current Tagline**

[Sign up free](#) [Get a demo →](#)

Try a free 14-day trial, no credit card required.

**Where's the Value Proposition above the fold of the page? Oh no!**

**CallRail** Home Activity Reports

Timeline > Romero, Henry

 **Henry Romero**  
532-555-9876 📞  
Tulsa, OK

Total transactions: **1**  
First Call: **May 11, 2023 2:15pm**

Initial Source: **Billboard**

Call Tracking helps you know where your leads are coming from to optimize your spend

# CallRail: Before

Strong, simple sentiment that is in line with the brand's tone of voice

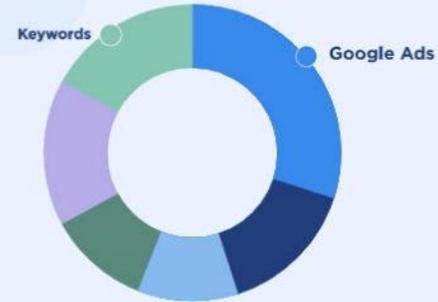
## Market with confidence

CallRail's Call Tracking lets you track calls, texts, forms, and chats as easily as you track clicks. Get the metrics you need to spend smarter on everything from paid search to print ads in one easy, powerful dashboard.

[Learn more →](#)

Current Value Proposition Statement

Calls by Source



Slightly pointing to the all-in-one platform concept but it's getting buried

Uh oh! We are missing Differentiators!



Power of 3 not 30!

Optimize your campaign spend

Consistent length and tone

Don't waste another penny on under-performing campaigns. See which channels generate more leads and maximize your ROI.



Deliver a personal touch, at scale

Tailor every lead's experience with personalized call routing, hold messaging, and other automations based on their campaign source.



Action-oriented language

Bring in more of your best leads

Illuminate the patterns and needs of your highest-value customers by tapping into automatic conversation analysis and lead scoring.

# CallRail: Before

- ◇ **Tagline:** Call Tracking + AI that turns calls into...
  - ◇ *Campaigns that convert; more quality leads; cost savings; higher close rates; your competitive advantage*
- ◇ **Value Proposition Statement:** Market with Confidence. CallRail's Call Tracking lets you track calls, texts, forms, and chats as easily as you track clicks. Get the metrics you need to spend smarter on everything from paid search to print ads in one easy, powerful dashboard.
- ◇ **Differentiator Statements: NONE**
- ◇ **Product Positioning (Feature/Benefits):**
  - **Optimize your campaign spend.** Don't waste another penny on under-performing campaigns. See which channels generate more leads and maximize your ROI.
  - **Deliver a personal touch, at scale.** Tailor every lead's experience with personalized call routing, hold messaging, and other automations based on their campaign source.
  - **Bring in more of your best leads.** Illuminate the patterns and needs of your highest-value customers by tapping into automatic conversation analysis and lead scoring.

# CallRail: After

CallRail

Products ▾

Pricing

Industries ▾

Resources ▾

(888) 930-5887 Support Login 🔍

Start free trial

Moving from just calls to a focus on conversations

Make every **conversation** count. "Count" has a double meaning

New Tagline

"connects the dots" brings it all together without saying "all-in-one platform"

When your business is **on the line**, you can't afford a **disconnect** between marketing and revenue. CallRail **connects the dots** between campaigns, conversations, and customers for **faster growth and better ROI**.

Clear outcomes

Sign up free

Get a demo →

Try a free 14-day trial, no credit card required.

Call-related plays on words

New Value Proposition Statement

Pain is identified. Action is compelled.

RR CallRail Home Activity Reports ?

Timeline > Romero, Henry

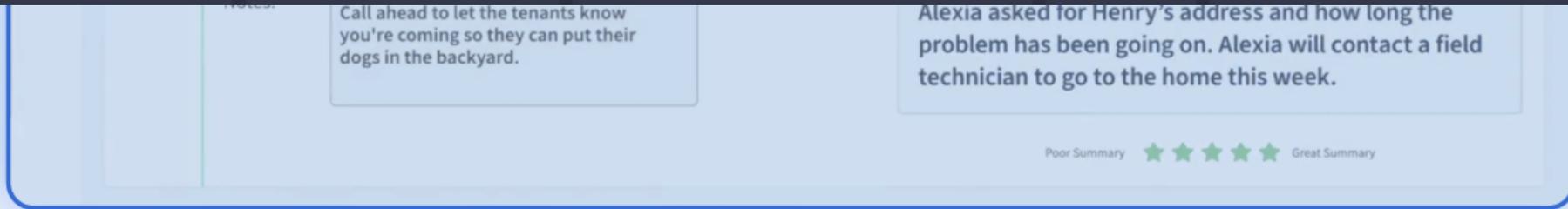
Henry Romero  
532-555-9876 📞  
Tulsa, OK

Total transactions: 1  
First Call: May 11, 2023 2:15pm

Initial Source: Billboard

Call Tracking helps you know where your leads are coming from to optimize your spend

# CallRail: After



Continue with other content after The Brand Trifecta®

New Set-Up Statement

## Meet CallRail

Calls out size of client base

New Differentiators

Shifts the product paradigm

The **lead engagement platform** that **200,000** businesses trust to optimize their marketing, attract quality leads, and convert more customers.

**BOLD!**

**Easy.** We **promise** speed to value.

**Trusted.** We focus on accuracy.

**Physical sentiment**

Engage your customers with **complete peace of mind** with CallRail's unbiased attribution data, clear conversation insights, and **dependable AI** assistants.

**Connected.** We are partner-rich.

Integrate your data with **thousands** of tools – from CRMs to ad platforms – plus, access **7,000+** marketing experts through CallRail's diverse partner network.

**Boldly owns the numbers!**

Turn of Phrase

In a matter of minutes, you can set up CallRail to track **every** lead, unlock insights from **every** conversation, and build **AI** agents to capture and qualify **every** lead.

Uses repetition

**AI is no longer a (+) but embedded throughout the message**

# CallRail: After

◇ **Tagline:** Make every conversation count.

◇ **Value Proposition Statement:** When your business is on the line, you can't afford a disconnect between marketing and revenue.

CallRail connects the dots between campaigns, conversations, and customers for faster growth and better ROI.

◇ **Meet CallRail:** the lead engagement platform that 200,000 businesses trust to optimize their marketing, attract quality leads, and convert more customers.

◇ **Differentiator Statements:**

- **Easy.** We promise speed to value. In a matter of minutes, you can set up CallRail to track every lead, unlock insights from every conversation, and build AI agents to capture and qualify every lead.
- **Trusted.** We focus on accuracy. Engage your customers with complete peace of mind with CallRail's unbiased attribution data, clear conversation insights, and dependable AI assistants.
- **Connected.** We are partner-rich. Integrate your data with thousands of tools—from CRMs to ad platforms—plus access 7,000+ marketing experts through CallRail's diverse partner network.

## Brand #2: Wistia

### WHAT'S GOING ON?

- ◇ Strong brand, product, and tone of voice
- ◇ Target audience: B2B SaaS Brands 50 – 1,000 EE's
- ◇ Shift from just video to the ultimate video platform
  - *New webinar offering – beat the competition*
  - *Product and message evolution...*
- ◇ So...how strong is their brand message?
  - *Weigh it against The Brand Trifecta<sup>®</sup>*



# Wistia: Before

The image shows a screenshot of the Wistia website homepage with several annotations in red and white boxes. The website header includes the Wistia logo, navigation links for Product, Learning Center, Pricing, and Watch demo, and buttons for Talk to Sales, Login, and Get started. The main content area features a large headline: "VIDEO MARKETING PLATFORM Alluding to all-in-one platform One place for all your team's video-ing". Below this is a sub-headline: "Love the word video-ing and tone of voice!". A paragraph follows: "Video management, webinar hosting, and meaningful insights—**together at last.**". A blue button says "See our plans". To the right, a video player shows a woman smiling, with a play button overlay. A data box above the video shows "440k Total plays" and "↑ 12%". A client testimonial box below the video says "NEW LEAD FROM VIDEO" and "Brian Bee @brianbee@wistia.com". A framed photo of a woman is on the wall behind the video player. At the bottom, logos for terminus, unbounce, zendesk, 360learning, bambooHR, and Casper are displayed. Annotations include: "Eyebrow" pointing to the headline; "Current Tagline" pointing to the headline; "Current Value Proposition Statement" pointing to the paragraph; and "Is being an all-in-one platform the core value proposition?" pointing to the paragraph.

**Wistia** Product ▾ Learning Center ▾ Pricing Watch demo

Talk to Sales [Login](#) [Get started](#)

**Eyebrow**

VIDEO MARKETING PLATFORM  
Alluding to all-in-one platform

**One place for all  
your team's  
video-ing**

Love the word video-ing and tone of voice!

Video management, webinar hosting, and meaningful insights—**together at last.**

[See our plans](#)

**Current Tagline**

440k Total plays  
↑ 12%

**Current Value Proposition Statement**

Is being an all-in-one platform the core value proposition?

NEW LEAD FROM VIDEO  
Brian Bee  
@brianbee@wistia.com

terminus unbounce zendesk 360learning bambooHR Casper

# Wistia: Before

Uh Oh! We are missing Differentiators!

Excellent sentiment of pain! **Tired of tool overload?**

The collective "we"

We get it. That's why we made Wistia—a video platform that helps you do it all, from

Video language "action" to analytics.

Speaks again to all-in-one platform concept

Product Positioning (Features/Benefits)

Video hosting & management

Consistent length and tone

Embed videos anywhere with our ad-free, customizable player. Plus, keep your video library organized with folders, filters, and tags.

Learn more → Action-oriented language



# Wistia: Before

- ◇ **Tagline:** One place for all your team's video-ing
- ◇ **Value Proposition Statement:** Video management, webinar hosting, and meaningful insights—together at last.
- ◇ **Differentiator Statements: NONE**
- ◇ **Product Positioning (Feature/Benefits):** Tired of Tool Overload? We get it. That's why we made Wistia—a video platform that helps you do it all, from “action” to analytics.
  - **Video hosting & management.** Embed videos anywhere with our ad-free, customizable player. Plus, keep your video library organized with folders, filters, and tags.
  - **Webinars.** When you host a webinar with Wistia, you can customize the branding, connect to your marketing tools, and use your webinar recording as evergreen content.
  - **Recording & editing.** No studio needed. Just grab your laptop to start recording. Then, use our AI editing tools to polish up your content.
  - **Actionable insights.** See exactly how viewers engage with your content and instantly sync that data with your marketing tech stack.

# Wistia: After



Product ▾

Learning Center ▾

Pricing

Watch demo

Talk to Sales

Login

Get started

Same Eyebrow

VIDEO MARKETING PLATFORM

Less work,  
more plays

Plays on words

Too many tabs, tools, and "final\_final\_v2" files?  
Cut the chaos—Wistia brings video, webinars,  
and insights together at last.

See our plans

Still alludes to  
"all-in-one-platform"  
but with sense of relief

Pain is identified. Action is compelled.

New Tagline



New Value  
Proposition Statement

re®

terminus

unbounce

zendesk

360learning

bambooHR

Casper

# Wistia: After

**New Differentiators** → **"one" to "ultimate"**  
the value is stronger than consolidation

## Meet Wistia

The **ultimate place** for all your team's **video-ing**. **Repurposed "video-ing" concept**



### A **serious delight** to use

Wistia is built by **video nerds** and loved by teams. We've obsessed over every detail to build an intuitive platform that makes creating and sharing videos and webinars feel effortless—even fun.

**Embrace your inner nerd and hero!**



### Everything in one place

**Tired of tool overload?** Wistia helps you create, host, market, and measure every video and webinar from one organized hub, so you can save time, simplify workflows, and keep your whole team in sync.

**Repurposed this line of copy**



### Look good, every time

You've put in the work—now let your videos do the same. With flawless playback, on-brand polish, and lightning-fast load times, you'll **feel confident** creating and delivering the very best videos and webinars.

**Strong sentiment of confidence**



### Data that impresses the boss

We're talking way more than views. Think: video heatmaps, A/B testing, and analytics that sync seamlessly with your marketing tech stack so you can measure ROI and drive higher quality leads.

**Ego is a good thing! So is CYA!**

Continue with other content after The Brand Trifecta®

## Your video marketing HQ

**Product Positioning (Features/Benefits)** →

We've got you covered from **"action" to analytics**. **Re-use what works!**

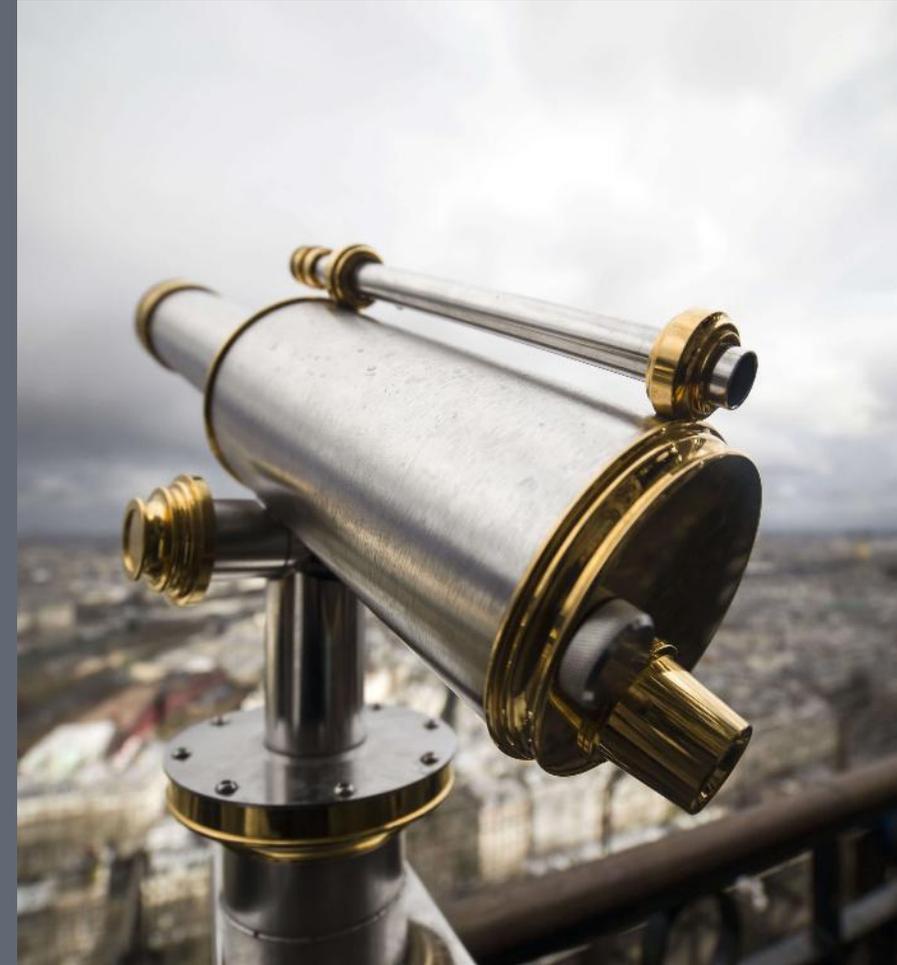
# Wistia: After

- ◇ **Tagline:** Less work, more plays
- ◇ **Value Proposition Statement:** Too many tabs, tools, and “final\_final\_v2” files? Cut the chaos – Wistia brings video, webinars, and insights together at last.
- ◇ **Meet Wistia:** the ultimate place for all your team’s video-ing.
- ◇ **Differentiator Statements:**
  - **A serious delight to use.** Wistia is built by video nerds and loved by teams. We’ve obsessed over every detail to build an intuitive platform that makes creating and sharing videos and webinars feel effortless – even fun.
  - **Everything in one place.** Tired of tool overload? Wistia helps you create, host, market, and measure every video and webinar from one organized hub, so you can save time, simplify workflows, and keep your whole team in sync.
  - **Look good, every time.** You’ve put in the work, now let your videos do the same. With flawless playback, on-brand polish, and lightning-fast load times, you’ll feel confident creating and delivering the very best videos and webinars.
  - **Data that impresses the boss.** We’re talking way more than views. Think: heatmaps, A/B testing, and analytics that sync seamlessly with your marketing tech stack so you can measure ROI and drive higher quality leads.

# The takeaways:

## PRACTICAL YET POWERFUL BRAND SHIFTS YOU CAN MAKE

- ◇ Create the “you get me” moment
  - *Tagline + Value Proposition Statement*
- ◇ Focus on differentiation BEFORE product details
  - *Don't miss the critical comparison moment*
- ◇ Don't break The Brand Trifecta® formula
- ◇ Focus on order of operations for content



# The takeaways, cont'd:

## PRACTICAL YET POWERFUL BRAND SHIFTS YOU CAN MAKE

- ❖ Skip complex storytelling - NO paragraphs!
- ❖ Each line should draw you further in
  - *Whether reading it or hearing it*
- ❖ Own your tone of voice and personality
- ❖ Leverage language and concepts that are working
- ❖ Don't rip and replace. **Dial it in! Do the ¼ turn!**



And now we shall...



(Yes – that’s renowned INBOUND speaker Jay Schwedelson.)



Let us now observe them in the wild...



(Please channel your best inner Sir David Attenborough...)

Source: Pexels.com

# Fan brand #1: Two Maids Cleaning

**two maids** Services ▾ Locations Why Hire Us Franchise Opportunities We're Hiring More ▾

Farewell to summer.  
return to routine

Back to School Campaign

BOOK YOUR CLEANING CALCULATE YOUR PRICE

**Your day just got a whole lot more delightful.**

Tagline

Clear sentiment of relief and joy.

Play on words. Pain is directly addressed.

Let Two Maids do all of the dirty work for you. Focus on everything else you need to get done and schedule a home cleaning service with us today.

Value Proposition Statement

The Fold of the Page

Source: <https://twomaidscleaning.com>

# Fan brand #1: Two Maids Cleaning

**Your day just got a whole lot more delightful.** Clear sentiment of relief and joy.

Tagline

Play on words.

Pain is directly addressed.

Let Two Maids do all of the dirty work for you. Focus on everything else you need to get done and schedule a home cleaning service with us today.

Value Proposition Statement

The Fold of the Page

## Your Plymouth Home Cleaning Expert

**Proudly serving:** Plymouth, Minneapolis, Brooklyn Park, Maple Grove, Eden Prairie, Minnetonka, Edina, St. Louis Park, Brooklyn Center, Champlin, Crystal, Dayton, Wayzata, Deephaven, Golden Valley, New Hope, Hopkins, Robbinsdale, Rogers, Mound, Orono, Shorewood, Minnetrista, Corcoran, Independence, Greenfield, Hassan Township, Osseo, St. Bonifacius, Excelsior, Maple Plain, Long Lake, Spring Park, Tonka Bay, Greenwood, Loretto, Minnetonka Beach, Woodland, Medicine Lake, Carver, Chaska, Chanhassen, Victoria



Power of 3!

Clear. Simple.

Same length.

Consistent tone.

### WE SUPPLY EVERYTHING FOR YOUR CLEANING NEEDS

There's not a standard cleaning product we don't supply. Two Maids Plymouth provides all the cleaning supplies and equipment needed to clean your home. Be it a one-time deep clean, or a recurring cleaning, we bring the cleaning supplies so that you can have one less thing to worry about.



### EXPERIENCED HOUSE CLEANERS

Our team of experienced house cleaners undergoes thorough training, background checks, and is fully bonded and insured. They bring professionalism, efficiency, and a friendly demeanor to every cleaning job, ensuring your home is sparkling clean and welcoming.



### PROVEN HISTORY IN THE HOUSE CLEANING SERVICE

We are a multi-award-winning cleaning company that is over 20 years in the making. Trusted by over 1,000 households daily nationwide, our track record speaks for itself. We take pride in delivering consistent, reliable cleaning services tailored to meet your needs.

Source: <https://twomaidscleaning.com>

# Fan brand #2: Dollar Shave Club



SHAVE ▾

SHOWER & BODY ▾

COLLEGE HANDLES

GET STARTED



Sign In

(5)

✓ ORDERS \$18+ SHIP FREE

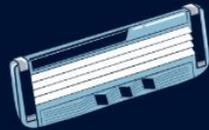
✓ CLUB PRICING. NO MEMBERSHIP FEES.

✓ 30-DAY MONEY-BACK GUARANTEE

## THE DOLLAR SHAVE CLUB DIFFERENCE

The Fold of the Page

Quick. Let's count.  
The rule of  
HOW MANY?



### WE MAKE OUR OWN BLADES

Made with premium stainless steel, we focus on quality and precision, and cutting out the nonsense.

It's visual  
and on brand.



### NO MIDDLEMEN

Drugstore razors are too expensive, so we made our own and deliver them straight to your door. That means a great shave at a great price unlike any other online razor brand.

It's clear and  
concise.



### MONEY-BACK GUARANTEE

We are so confident you will love your shave, we promise to get your money back if you aren't happy after 30 days of shaving.

It's downright  
confident yet not  
cocky.

Source: <https://us.dollarshaveclub.com>

# The takeaways:

## BRANDS DOMINATING IN THE MARKET DO THESE THINGS

- ◆ Have clear a clear tone of voice
- ◆ Create the “you get me” moment
  - *Tagline + Value Proposition*
- ◆ Address the critical comparison moment
  - *Differentiator Statements*
- ◆ Features/benefits and storytelling come later
  - *Order of operations*



# Metrics that matter:

SERIOUSLY – TRACK THE HECK OUT OF THEM.

- ◆ Pipeline – including quality of prospects
- ◆ Revenue and margins
- ◆ Sales cycle – overall efficiency
- ◆ Conversion rates
- ◆ Referrals
- ◆ Repeat buying



# Now what?



- ◆ **Step 1:** Develop your Brand Trifecta® message
- ◆ **Step 2:** Implement consistently across ALL channels
- ◆ **Step 3:** Try it out for at least 60 – 90 days!
- ◆ **Step 4:** Track those metrics while testing
- ◆ **Step 5:** Adjust the message if needed

***Build a brand that is the path of least resistance to revenue!***

# **Please rate my session.**

Like it? Not so much?

Let the INBOUND wizards know!

**Head to the INBOUND mobile app  
to provide your feedback.**

Thank you!

~Kate

## INBOUND

### Get In Touch + Resources

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