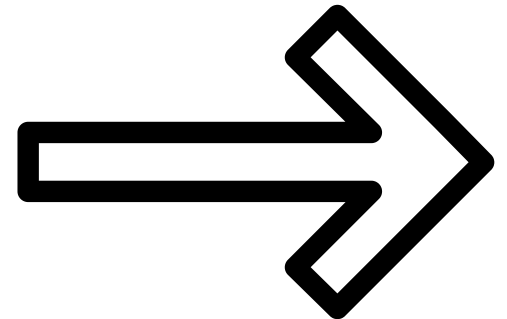


6 sources of qualitative messaging feedback



1

Message Testing Platforms

With platforms like **Wynter**, you're able to put your messaging in front of a panel of your target audience and collect qualitative feedback. It's also a quick turnaround, within 12-48 hours.

2

Customer Interviews

This should be obvious, but customers are an important source of messaging feedback. Conduct regular interviews and get your message in front of customers to see how it resonates. Always be listening to how they describe their challenges, objectives, and your product's value.

3

Prospect Calls

Sales reps are delivering your message hundreds of times each day. Carve out time to consistently review call recordings, to see how your message is resonating with buyers. Encourage reps to share feedback and call snippets whenever they hear something interesting.

4

Analyst Firms

If you have a paid engagement with an analyst firm like Gartner or Forrester, take advantage of their “document review” services. You can share content, web pages, one-pagers, presentations, even messaging documents with an analyst covering your category and get their qualitative feedback.

5

Advisors

If you've invested in creating your own advisory panel, this is one powerful way to leverage them. Advisory panels are great because they can include a broad range of personas, from end users, to executive decision makers.

6

Your Personal Network

One thing that's worked for me is building a network of people **within our target persona**. People who are more than willing to give feedback on anything I'm working on. These relationships typically take time and effort to build, but are a huge resource.

Bonus:

**3 tips when collecting
feedback**

1

Be clear with your asks

Don't just shoot someone a document and ask them for their "feedback." You'll get much more valuable feedback when you ask a specific question. Like "How well does this capture the challenges you face in your role?"

2

Keep it simple

Don't dump a ton of content on people and expect a quick turnaround. Share something specific, like a landing page, talk-track, presentation, or ad copy.

3

Be strategic with WHO you ask for feedback

Make sure they're in your ICP or at least understand your ICP well (in the case of analysts). Otherwise you'll create messaging that resonates with the wrong people.

6 sources of messaging feedback

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- 3 **Prospect Calls**
- 4 **Analyst Firms**
- 5 **Advisors**
- 6 **Your Personal Network**



Be clear with your asks



Keep it simple



Be strategic with WHO you ask

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