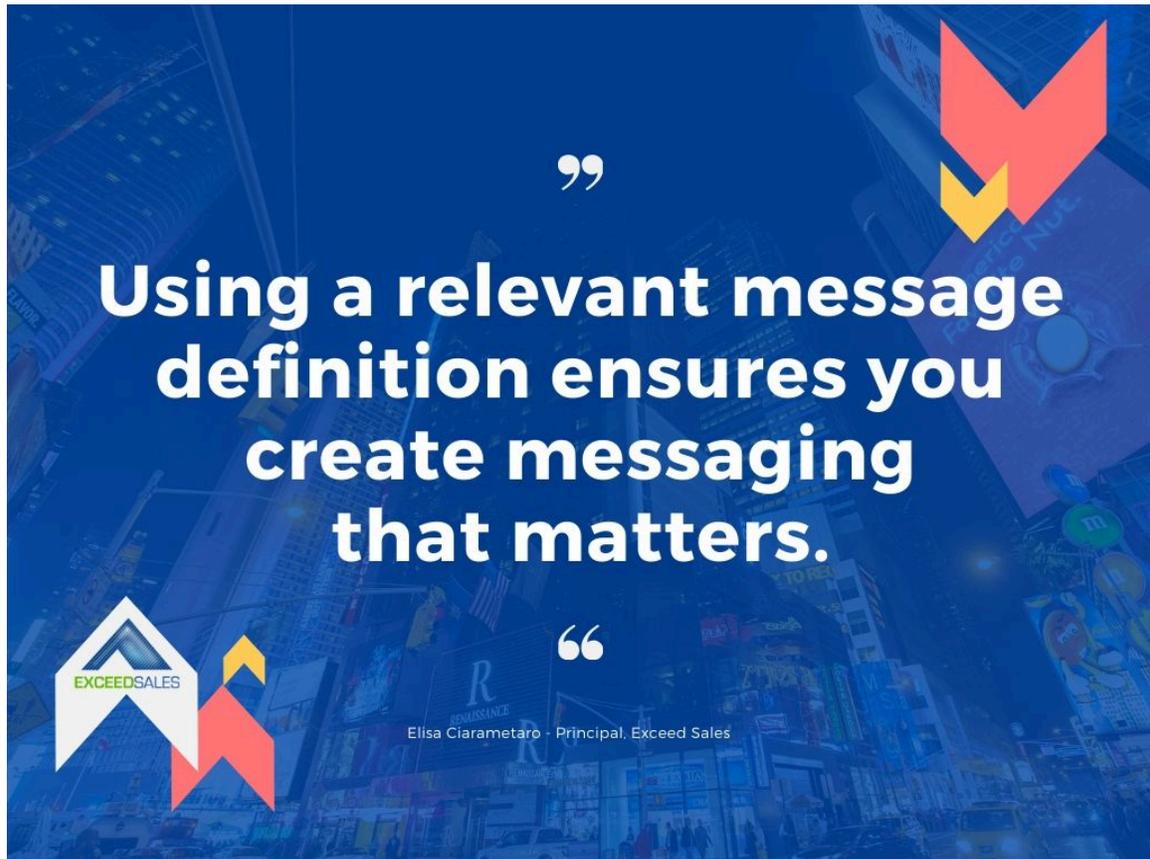# Is Your Message Relevant? Why You Need a Relevant Message Definition

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We know that a relevant message is critical to engage people. Your message will get deleted more quickly than ever if it is not relevant. No one has the time or the patience to figure out how your message applies to them. If your message is not helping, it's actually hurting your customer relationships. Let's start with a clear relevant message definition. Then, we will give accolades for relevant messaging where we know the message hits the mark.

Relevant Message Definition

Relevant messaging sends a clear, concise, compelling communication to a defined target market that solves a challenge or creates an opportunity for the right target audience prospect.

How to Tell If Your Message Has Relevance:

1. Messaging is relevant if your target industry, vertical, or territory NEEDS or WANTS the result that your product or service provides.
2. Messaging is relevant if your target audience — whether in sales, marketing, human resources, finance or other department — NEEDS or WANTS the result your product or service provides.
3. Messaging is relevant if the title of your target contact — whether CEO, COO, EVP, VP, Director, or other role — NEEDS or WANTS the outcome your product or service delivers.
4. Messaging is relevant if the customers or prospects you serve have a problem or challenge that your product or service can solve or resolve, or an opportunity they want to pursue.
5. Messaging is relevant if you can clearly, concisely and succinctly articulate HOW you can resolve a prospect's struggle or problem or create an opportunity.

This relevant message definition works for me like a checklist. We need to know our message matters. Relevant messaging is not easy to create. It requires constant testing and refinement. It is not by any means a static process.

Relevant Message Definition In Action

One software solution provider serving the financial services sector confirmed their clients' challenges had changed during the pandemic.
What processes helped them develop a relevant message?

- They established that their target market and target market audience would not change today or in the future.
- Research determined how their customers' challenges or potential opportunities had changed during the pandemic before reaching out to them.
- Once the company's solutions clearly aligned with problems, challenge or opportunities for the client's customers, only then could a helpful, human and relevant message be delivered to the target market audience.

In an upcoming post, we share more about how to develop relevant messaging for prospects.