



# Sun Print Solutions

Case Study:  
The ROI of a  
Messaging Playbook



## THE STORY

Before Sun Print Solutions had a Messaging Playbook, they were very clear in their heads what they wanted to say and which direction they wanted to take the company but articulating these thoughts and putting them down on paper in a unified and customer-focused way was a lot more difficult than they thought.

"Each department had their own point of view as to the value and offering the company provided and sharing these multiple and different messages with customers only served to confuse them," said RJ Deneau, Business Development Manager, Sun Print Solutions. This is their story ...

## THE MESSAGING PLAYBOOK

"The value of the Messaging Playbook is that we now have one cohesive customer-facing message that the entire company can use. It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals," explains RJ.

"Before, we had a melting pot of ideas! What we were saying made us feel really good about ourselves, but in reality, what we were saying didn't resonate with our customers. We now realize that we were putting the emphasis in the wrong place. We were so busy talking about what mattered to us, like our 80-year history, we forgot to tell the customer how we could help them make their job easier.

The Messaging Playbook showed us that first we need to attract the customer by telling them how we help them, and then we need to prove they can trust us to get the job done with messages like our history, our people, our facility, etc.

Looking back, our original message was too vague and didn't really say anything of value to draw the customer in."

## ROI OF A MESSAGING PLAYBOOK

- Customer-facing messaging that resonates with your customer and invokes trust
- Comprehensive and consistent messaging that can be used by your entire organization
- Defines the target audience and matches specific messages to them
- Identifies customer pain points and provides solutions
- Minimizes the approval process because everyone is working from the already approved playbook

“ It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals. ”

**RJ Deneau**  
Business Development  
Manager



## Case Study:

### The ROI of a Messaging Playbook

Increase sales, decrease busy work, and always focus on how you help your customer

## Creating the Messaging Playbook

The intake form provided by Joanne Gore was the first step in helping the team at Sun Print Solutions articulate their thoughts. It was an opportunity to consolidate everyone's opinion and ideas in one place.

As RJ puts it, "We basically told Joanne what was in our heads, and she created messaging that put the customer at the forefront by:

- Clarifying our overarching message
- Defining our target audience
- Matching each offering to a target customer
- Highlighting our customers pain points and provided solutions
- Creating proof-points to back up our story and invoke trust

They made it look so easy and turned it around a lot faster than expected."

According to Joanne Gore, Chief Marketing Advisor at Taktiful, "good marketing is about your customer and bad marketing is about you, so the sooner companies flip their message and focus on their customer needs first, the quicker they start closing deals."

## Using the Messaging Playbook

Because the Messaging Playbook is not a framework, but a comprehensive document that is easy to follow and use, everyone in the company can benefit from it:

- Marketing uses it to build web pages, create marketing campaigns, etc.
- Sales use it to build presentations, respond to sales objections and general communications
- Executives use it in their day-to-day communications and business development functions
- Account managers use it to craft customer-facing emails and communicate consistently
- Human Resources use it as an onboarding tool for new employees and to ensure internal communications are consistent with external communications.

They all simply cut and paste straight out of the already-approved Messaging Playbook, with no need to reinvent the wheel every time they put pen to paper. An added bonus is that the approval process is now completely minimized. The impact of having a comprehensive messaging playbook extends throughout the company.

“ I have it bookmarked to open automatically when I start my day, it motivates me to stay focused and start each conversation on message. ”

Sara Deneau  
CFO



“ When I have a business problem, I know I will find the solution in the Messaging Playbook. ”

Gretchen Stephenson  
Project Manager



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## WHAT IS A MESSAGING PLAYBOOK

The job of the Messaging Playbook is to put the customer first and focus on how you can help them. Taktiful does this with a playbook that answers three questions:



The questions are easy, but the answers are not, because they are written from the point of view of your customer.

This information can then be used by the entire company to cut and paste from. It makes creating marketing and sales materials really easy, because the bulk of the work is already done for them. Plus, it eliminates the need for a laborious approval process. "When you work with a Messaging Playbook, you are guaranteed to provide your customers with a consistent and value packed message that resonates with them every time," said Joanne.

## ABOUT SUNPRINT SOLUTIONS

Sun Print Solutions brings your printing into the 21st Century and helps you get personal with print. They print, they mail, they innovate, and they do it all in-house! Plus, they create brand experiences by putting your brand in the hands of your customer. Anyone can put ink on paper, but they are known for tackling complex jobs, making them easy, and getting them right every time.

Visit: [sunprintsolutions.com](http://sunprintsolutions.com)

## TAKTIFUL CONSULTANT



## ABOUT TAKTIFUL

Taktiful connects people to brands through the science of touch. We are the digital embellishment sales and marketing specialists, who focus on helping the print industry and their customers make sexy print the obvious choice for all their print needs.

We combine the science of touch with the power of print to give you a taktiful experience worth coming back for, and show you how to use a more customer-focused sales approach which emphasizes value over price.

We help you capitalize on the fact that consumers buy packaging first and products second, and that they are willing to pay a premium for luxury packaged goods and extraordinary unboxing experiences.

Together, we'll adjust your sales and marketing approach and show you how to sell sexy print to all your customers.

## TAKTIFUL SERVICES FOR PRINT SERVICE PROVIDERS





# taktiful

## CONTACT

taktiful

6300 N Wickham RD  
Suite 130 #676  
Melbourne, FL 32937  
USA  
+1.321.574.2296  
www.taktiful.com  
info@taktiful.com



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### About Taktiful

Taktiful connects people to brands using the science of touch. Our consultants are digital embellishment, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print and universal design the obvious choice for customers and brands. We combine the science of touch with the power of print to give you a taktiful experience worth coming back for. Let us show you how to design, market, and sell sexy print to all your customers.

#SexyPrint #GetTaktified #Print