

Unified Brand Voices:  
**The Power of  
Synchronized Messaging  
Across The C-suite Team**

## HERE'S WHAT YOU'LL FIND INSIDE...

*A guidebook designed to provide an in-depth overview of how to navigate synchronized messaging across C-suite teams.*

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Meet Melanie Borden



## Chapter 1:

# Introduction

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In an age of digital transformation, every click and scroll tells a story and synchronized messaging completely changes the game for how companies communicate inside and out. While for an executive and his or her team, one would say there's consistency in aligning their personal brand across platforms like LinkedIn™, it is really more about speaking with a single voice—a voice that will be so much stronger together than separate, and one that will drive success.

Today, I will share insights into how synchronized messaging will change your executive team's influence and your company's narrative in the marketplace.



## Chapter 2:

# The Concept of Synchronized Messaging

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### What Is Synchronized Messaging?

Synchronized messaging is a situation where the leadership team of a company coordinates its efforts in personal branding to ensure that a single united message is presented across different media, especially social platforms such as LinkedIn™.

This is a strategy that ensures each message supports and reinforces the theme of the business.

### Why is it Critical?

**Greater Visibility:** Unified executive voices dramatically increase the visibility across key stakeholders and potential clients.

**Cohesive Brand Image:** A singular approach solidifies the brand image, making it easier for your audience to understand and trust your values and mission.

**Strategic Impact:** Coordinated messaging supports purposefully the strategic objectives of the company, enhancing sales, talent attraction, and investor confidence.

In a digital age, noise is the rule rather than the exception. A synchronized voice cuts through the clutter, making your message more clearly and powerfully heard. I now use examples from the real world and a step-by-step guide from The Borden Group's own playbook to show how this can benefit you.





## Why is it Critical? (continued)

First, here are some questions to help you develop your strategy. Developing a synchronized messaging strategy is essential for effective brand building. Here's why each of these key questions is crucial:

1. **What is the message?** - Identifying the core message is fundamental. It determines what your brand stands for and ensures consistency across all communications.
2. **What is the key focus?** - This helps pinpoint the primary aspects of your brand that need emphasis, guiding content creation and marketing efforts to align with the brand's strengths and market needs.
3. **What are the channels?** - Different channels reach different audiences and have varying impacts. Knowing where to communicate is as important as knowing what to communicate.
4. **Where are the audience Target Locations?** - Understanding geographical and demographic audience distribution helps tailor messages to fit cultural and regional preferences, increasing relevance and engagement.
5. **What is the TOV (tone of voice)?** - The tone of voice reflects the brand's personality. It must resonate with the target audience and be consistent across all content to build trust and brand identity.
6. **What is the Audience Target Objective?** - Defining what the brand aims to achieve with each audience segment (awareness, loyalty, conversion, etc.) informs strategy and messaging direction.
7. **Who are the Audience targets?** - Knowing who you are talking to is key. Different segments may require different messaging based on their needs and behaviors.
8. **Are there Audience Adjacent Industries?** - Identifying related sectors and their audiences can uncover new opportunities for partnerships, cross-promotions, and expanded market reach.
9. **Do you have an Employee Advocacy Plan?** - Employees can be powerful brand ambassadors. An advocacy plan mobilizes them to share the brand's message, amplifying reach and authenticity.
10. **What are your Goals and objectives?** - Clear goals guide the strategy's direction and help measure its success.
11. **What are the Marketing Objectives?** - These focus on how the brand engages with the market, aiming to build visibility and attract potential customers.
12. **What are the Sales Objectives?** - These are directly linked to revenue. Understanding these helps align the messaging to drive sales effectively.
13. **What are your content objectives?** - Specifies what each piece of content needs to achieve, ensuring every asset produced serves a strategic purpose.
14. **What is the tactical strategy to support them?** - This involves the practical steps and activities that will be used to meet all the above objectives and complete the strategy framework.

Each question contributes to a holistic strategy that ensures all aspects of brand messaging are synchronized and optimized for maximum impact on the target audience.

## Chapter 3:

# Step-by-Step Guide to Implementing Synchronized Messaging

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### What Is Synchronized Messaging?

This guide will help streamline the process, improving efficiency and effectiveness in reaching and engaging the target audience. Additionally, it provides a clear framework for measurement and adjustment, facilitating continuous improvement in messaging strategies.

#### 1. Assessment and Planning

- Conduct a comprehensive audit of all executives' LinkedIn™ profiles.
- Identify key themes and set goals aligned with business objectives.

#### 2. Strategy Development

- Create a core message and establish content pillars.
- Voice and tone to reflect each of the brand's identity.

#### 3. Content Calendar Creation

- Design a content calendar that schedules and coordinates posts.
- Integrate themes to build a progressive narrative and include feedback loops.

#### 4. Execution

- Roll out content as planned, ensuring alignment with strategic messaging.
- Encourage cross-promotion among executives to amplify reach.

#### 5. Monitoring and Adjusting

- Use analytics to monitor performance and adjust strategies based on audience engagement.
- Seek continuous improvement based on data, market trends, and feedback.





## Chapter 4:

# Tools and Resources for Effective Implementation

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Having tried tools and resources is important for efficiency in synchronized messaging, as they automate and make it easier to manage the communications that flow across all these channels for both consistency and effectiveness. They have analytics and ways to gauge the effectiveness of messages and better them where necessary. They also help keep the whole team aligned with the strategy's objectives. Lastly, they help the messaging efforts scale with the brand's growth while sustaining coherence and impact.

- **Project Management:** Use Asana to manage your projects, tasks, and deadlines.
- **Content Scheduling and Engagement:** Leverage Agorapulse with its post-scheduling and engagement facilities.
- **Analytics:** Use LinkedIn™ Analytics and tools like Shield for detailed performance information.
- **Communicate:** Stay aligned and update all the key players involved in the initiative quickly through dedicated Slack channels.

## Chapter 5:

# Real-Life Success Stories from The Borden Group

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### **Case Study:** Telecom

### **Rapid Social Media Strategy:** Implementation for Telecom Industry Event

#### **Client Challenge:**

Five weeks prior to a major industry event, a client in the global telecom sector faced a significant setback: they lost their social media manager. With only 60 confirmed attendees and a goal of reaching at least 1,500, the need for a robust and immediate social media strategy was urgent. Additionally, the client aimed to increase brand awareness and enhance their visibility within the global telecom industry.

#### **Our Response:**

Recognizing the client's pressing needs, they reached out to us via LinkedIn™, influenced by our strong reputation for quick market response, effective content strategy, and high customer satisfaction. We swiftly onboarded the client, set up necessary social media department controls, and crafted a marketing and communication strategy that aligned with their corporate objectives.

#### **Strategy and Execution:**

Our approach centered on intensive use of LinkedIn™, supported by Twitter and LinkedIn™ Executive profiles. We implemented the following tactics:

- Developed and launched a detailed social strategy, including processes and controls for LinkedIn™ and Twitter, within just one week of onboarding.
- Increased posting frequency on the company's LinkedIn™ page to 2-5 times daily and maintained this pace 6-7 days a week.
- Engaged as four company executives by managing their LinkedIn™ profiles, engaging with each other, and scheduling two- three posts per week from each account.

#### **Results:**

The strategies resulted in significant engagement and visibility enhancements. Over the course of just over a month, these efforts amplified the client's presence in the telecom industry. They ensured the event's success, with the client surpassing their initial attendee goal. This case demonstrates our capability to deliver impactful results swiftly and effectively, establishing a strong digital presence and achieving specific event-related objectives in a constrained time frame.



## Chapter 6:

# Conclusion

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Synchronized messaging is a strategic approach that significantly elevates a company's presence and influence on LinkedIn™. By aligning the personal brands of your executive team with your corporate brand, you create a powerful, unified front that deeply resonates with your audience.


Ready to unify your executive team's voice and maximize your company's impact on LinkedIn™? Reach out to The Borden Group or Melanie Borden directly for a discovery call.

Our expertise in crafting and executing synchronized messaging strategies can help transform your business communications and drive your strategic objectives forward.



# Meet Melanie Borden

Founder & CEO, The Borden Group

 Top Personal Branding Voice

*"LinkedIn™ as a platform is a facilitator that has changed my career and life. Am I different from anyone else? Not really. I have a plan that I constantly evaluate based on my current goals; I execute and consistently show up."*

Melanie Borden



## Where it all began

Just a few years ago, everyone around me was losing their job, and I didn't know where I'd turn if I lost mine. I turned to LinkedIn™ to start building my personal brand, opportunities, and business. I'd successfully created marketing strategies for my employers—tech companies, retail, and high-growth startups—so I leveraged those skills to build my own.

I used my experience in marketing oversight, social media, strategy, reputation management, and others to make my own brand visible, approachable, and attractive to customers. It worked! I grew my platform, my reach, and my bottom line.

Since then, I've worked with brands, including C-suite executives, founders, companies, and non-profits, to expand their reach, amplify their messaging, and increase their marketing effectiveness.

Along the way, I've been featured in or quoted in LA Weekly, Entrepreneur, Good Morning America, Adello, Daily Mail, CXO Outlook, The Epoch Times, Working Mother Media, Hip New Jersey, New York City Biz List, Fast Company and most recently, the Wall Street Journal.

I am also a member of The Forbes Agency Council. I work best when I combine my team of LinkedIn™ community managers, creative writers, and designers with your in-house team of marketers, giving you a consistent presence and fast impact on this platform.

When you're ready to go from lurking to leveraging on LinkedIn™, let's talk.