

MSO:

First meeting

Not sure how to prepare for your first meeting with MSO? Here are some questions we will probably discuss with you. Have a think about them so we can get a good idea on of your communication and how to make it work!

- What is the background to this job?
- How does this project fit in with your big picture?
- What are MSO doing on this job?
- What is unique about your product/service? What differentiates you from our competition?
- What do you hope achieve from this project?
- Who are we talking to?
- What do they currently think or feel about your product/service? How do you want them to feel?
- What is the clearest message you can give our target audience?
- Is there an incentive for our audience to respond?
- What do we want them to do? What is the call to action?
- How should we be speaking to them? (What should the background feeling and tone to the message be?)

Here at MSO we are visual people, so if you have any existing marketing material bring it along so we can make sure your message is consistent with your existing branding.

We look forward to seeing you soon!