

A volcano erupting with a smartphone in the foreground displaying data charts.

# Memorable

# Marketing™

## your challenge

According to industry analysts, 80 percent of the sales cycle now happens in digital or remote settings. That means that marketing—traditionally focused on top-of-funnel brand awareness and demand generation—has a new mandate. Today, marketing is tasked with driving the actual decisions prospects and customers make about whether to buy your products, renew your programs, or grow your relationship.

Research shows that the number one factor driving those buying decisions is memory. Your marketing touches your buyer in one moment, but they make the decision to buy at a later time. Unfortunately, too much of what marketing creates today is forgettable. As a result, it's not influencing buyers in the future, where those critical buying decisions happen.

## what's going wrong?

- Messages created in silos don't reflect your buyer's actual situation.
- Too much marketing content is unfocused and forgettable.
- Offers are not actionable.
- Your brand story gets lost in the crowd.

## what if you could...

- ...develop situationally specific messages based on your buyer's psychology?
- ...create unforgettable content assets that get audiences to focus on what matters?
- ...design clear, compelling visuals that persuade others to act?
- ...build stories that influence memory, decision, and action.

*memory*

is the number one  
factor **driving**  
**buying decisions**

## if...

You lack a formal process for creating campaigns and content

Your marketing and sales enablement assets aren't generating the results you want

Your sellers are spending too much time creating their own content

## then...

You need the **Memorable Marketing™ System** from Corporate Visions. With the Memorable Marketing System, your marketers will learn to create more memorable, persuasive, and actionable marketing that supports buying decisions.

## what it is

With Corporate Visions' **Memorable Marketing System**, marketers learn to tell provocative, visually compelling stories that appeal to the decision-making part of the brain:

- **Memorable Messages™**: Master scientifically tested message frameworks for acquiring new business or growing business with existing customers.
- **Memorable Content™**: Learn evidence-based techniques to attract your buyers' attention and stay on their minds long enough to influence their decisions.
- **Memorable Visuals™**: Sharpen your visual thinking skills and create designs that spark action—whether or not you have graphic design skills.
- **Memorable Storytelling™**: Learn the brain science behind creating great narratives and practice applying it to your own business setting.

Each course can be delivered online or in person, and features digital workbooks and assets, frameworks and templates to guide application, and access to post-workshop reinforcement.

## what you gain

- Your prospects will remember the messages and content you want them to remember.
- Your sales team will be able to communicate memorable and persuasive messages with confidence.
- Your marketers will build memorable assets to support buying decisions.