

You can have everything else right – the right solutions, an important unmet need, and a great marketing strategy. But the language and framing you use to bring it to life can make the difference between winning and losing.

WE HELP YOU WIN.

Our research-based approach combines expertise in linguistics, behavioral science, and strategy to understand precisely what to say—and how to say it—to break through, differentiate the new, simplify the complex, overcome distrust, and generally make your most important audiences listen, care, and act.

LANGUAGE STRATEGY®

We're a Language Strategy firm founded on the idea that it's not what you say that matters, it's what people hear. We're masters at finding exactly the right words to maximize the effectiveness of your communication.

WE HELP TECH MARKETERS FIND THE WINNING LANGUAGE TO:

BREAK THROUGH

Today, being the best is often not enough. We help you bring to life the key elements of your distinct proposition that truly matter to your customers so you can tell your most powerful story, communicate value, and boost sales – for your brand, line of business, or individual product or service.

ACQUIRE AND RETAIN CUSTOMERS

Every time you communicate is a moment to establish trust – and each of those moments is key to winning, keeping, and expanding a relationship. We help you see the world from your customers' perspective, finding the messages that resonate - not just logically but emotionally.

SIMPLIFY THE COMPLEX

As tech solutions continue to evolve at light speed, finding the right language to explain in the simplest terms what you offer and why it matters is critical to success. We help translate complex stories into clear, compelling explanations that drive excitement, address blockers, and result in sales.

OUR WORK SPANS...

- New product positioning
- Sales messaging
- Marketing campaign strategy
- Sales & marketing troubleshooting
- Lexicon optimization
- Brand narratives & voice
- ...and anywhere we can use the power of language to help drive business results

HOW WE'VE HELPED OTHERS FIND THE RIGHT LANGUAGE TO OPTIMIZE THEIR IMPACT:



ARTICULATING A DIFFERENTIATED VALUE IN A NEW SPACE

As edge computing was becoming more mainstream, Red Hat needed to understand how to better articulate their distinct value in the space. We conducted resonance testing of their existing language with IT decision makers and optimized it to more simply and clearly address the priorities and concerns of their customers – and position Red Hat as the best edge partner for their specific needs.



CHANGING PERCEPTIONS TO DRIVE TRUST IN NEW TECHNOLOGY

When VMware was preparing to move into an entirely new area with its Software Defined Data Center (SDDC) solution, we created language to shift the company's narrative to address blockers, drive trust, and set the stage for wider adoption of their solutions.



WINNING CUSTOMERS BACK WITH LANGUAGE

In the wake of the Windows Vista operating system debacle, the company had one chance to get the Windows 7 launch messaging right. We found the right framing and language to transform how Microsoft positioned Windows 7 for both consumer and business audiences, helping drive the fastest selling, most profitable operating system release in history.

HOW WE HELP:

RESEARCH

To find the exact words to make your audiences listen, care, and act, we have developed a full suite of qualitative and quantitative research methodologies, grounded in the behavioral science of communication.

STRATEGY

We give you a clear, actionable plan that includes precisely what to say, what not to say, and why it matters - all to help translate your business objectives into marketing and communication that achieves them.

ACTIVATION

We help drive alignment, adoption, and consistency throughout your organization and with your external partners, ensuring everyone is on the same page.

CONTENT

As message specialists, speechwriters, and content strategists, we can help bring your language to life by updating your existing material or creating new content to share with the world, from an immediate crisis response to compelling copy for a web launch or brand campaign, insight-based thought leadership, or more customer-centric communications.

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