Product Webpage Brief - GrokSpark

Header Section

H1: Product name
H2: Category
Below: Product Description (Full)
CTA: Book a Demo

Products

GrokSpark Messaging & Positioning Hub

Messaging & Positioning Hub

Messaging and positioning are the top responsibilities for almost every product marketer, but even the best frameworks are built out in docs, spreadsheets, slides, and wikis that are hard to search, track, and update. GrokSpark Messaging & Positioning Hub empowers B2B product marketers to easily build and maintain targeted and consistent messaging in a single source of truth so you can increase conversion rates at every stage with more impactful content and communications.

Benefits Sections

Headers: Benefit Names
Below each: Description (280)
Below description: Bullet point of the Features that provide those Benefits (Top 4 by priority) w/ faux gif video

Benefits

Control the Messaging Process

Control the process of messaging creation, usage and maintenance with role-based permissions, drafts, version history, comments and notifications. So you can control who sees and contributes to what and when and eliminate the free-for-all.

Do Segmentation without Over-customization

Respond to Requests in Seconds

Build a Dynamic Messaging Doc of the features and benefits that address the challenges of a persona with a specific use case in seconds instead of scraping them from 4 different docs. Or give your teams direct access to run filtered messaging Docs (even when you're OOTO).

Create and Update Content Quickly

Create a new content asset quickly from a filtered GrokSpark Doc, or use that Doc as part of a brief for a content writer. As your messaging evolves, the Doc dynamically includes any new or updated messages that match the filters to help easily identify what to change.

Manage a Single Source of Truth

Manage all messaging for your products, company, personas, solutions, etc. in one flexible database instead of having to maintain a collection of docs, spreadsheets, slides, and wiki pages that often share common messages but can get quickly out of sync when there are changes.

Know What Content Needs to be Updated

Know what content needs updating when your messaging changes so you can quickly and easily make your updates. With flagging and notifications you can skip all the hunting for old, outdated messaging in content.

Features grouped by Benefits

Know What Content Needs to be Updated
Notifications

1

Notifies message owners about comments on messages or docs. Notifies any user of comments or questions via @ mentions on messages. Content owners also get notified about flags on content.

Manage a Single Source of Truth
Pre-built Messaging Framework

3

Message types including products, benefits, features, personas, challenges, use cases, and more are pre-built so you don't have to build or import your own framework. Fields within message types come with instructions and examples to make it easier to write consistent messaging.

Revision History

Generated: 2020-11-18

1

Keeps track of all changes made to messages (draft and published) with what changed, who changed it, and when. Additions and deletions are all highlighted from one version to the next for easy comparison, and previous versions can be restored instantly.

https://grokspark.com/wp-content/uploads/2020/10/20201002-revision-history.mp4

Customizable Framework

1

All Messaging and Positioning Types, fields, instructions, examples, character and word limits are completely customizable by admins and editors. The pre-built framework can be edited to fit the framework you have today and expanded to scale with your organization as you grow.

https://grokspark.com/wp-content/uploads/2020/09/20200929-customizable-framework.mp4

Messaging Database

1

Houses all of the messaging, positioning, copy blocks, and metadata about your company, products, benefits, personas, etc. (kind of like a CRM for your messaging). Contains all of the info that you would typically have in a messaging doc, positioning doc, buyer persona, etc.

https://grokspark.com/wp-content/uploads/2020/09/20200929-messaging-database.mp4

Related Messages

1

Creates the links between products and features, features and benefits, benefits and challenges, challenges and personas, etc.   Relating messages keeps you from maintaining duplicates and enables you to create GrokSpark Docs with just the messaging thatâ€ ™s contextually relevant.

https://grokspark.com/wp-content/uploads/2020/09/20200929-related-messages.mp4

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GrokSpark Doc Templates

1

Templatized versions of Dynamic Messaging Docs that you can create for anyone in your organization to use.   All they have to do is select what messages they'd like to filter on, and the template with all display messages, fields, and any custom text sections will be created.

Notifications

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Notifies message owners about comments on messages or docs. Notifies any user of comments or questions via @ mentions on messages. Content owners also get notified about flags on content.

Dynamic Messaging Docs

1

Show the latest messaging and copy blocks for any purpose. You pick what you want to see (ex. products, features, benefits, challenges) and what you want to filter by (ex. personas, industries, use cases) and the GrokSpark Doc becomes a messaging doc that's always up-to-date.

Doc Exports

1

Exports GrokSpark Docs in .docx format which can then be converted to .pdf format. Includes your own branded header and footer so that a user can create a quick custom branded asset to send off.

Doc Folders

1

Group GrokSpark Docs into locations for different uses, categories, or teams.   For example, you may want to have all your content brief Docs in one folder and all your Docs for BDRs to use in another folder.

Doc Clones

1

Makes a copy of a Dynamic Messaging Doc for you to change the filters, add to, edit, remove stuff as you see fit. Any user can clone any GrokSpark Doc they can see to customize it for their own needs.

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Chrome Extension

2

Gives quick access to filtered messaging and copy blocks without having to leave whatever you're working on (writing an email, editing a slide, drafting a web page, composing a tweet, etc.). Accessible by as many people as you'd like (no paid seat required to view).

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Draft Messaging Versions

2

Saves your messages and their relationships as draft versions until you're ready to publish. Prepare for new releases, collaborate on updates with reviewers and authors, and only share with the rest of the organization when you're ready.

https://grokspark.com/wp-content/uploads/2020/10/20201002-draft-messaging-versions.mp4

Comments on Messages

1

Each message has its own comment feed so Authors and Reviewers can collaborate on new and updated messaging and copy. Message Owners get notified of any comments on their messages as well as any users who get @mentioned in a comment.

Role Management

2

Manages what users can see and do within GrokSpark. Roles include Viewers, Reviewers, Authors, and Admins to separate messaging creators, collaborators, and approvers from messaging consumers. All subscriptions include unlimited numbers of Viewers and Reviewers.

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Messaging Feedback

2

Feedback can be left on any field in a GrokSpark Doc by any user. Whether it's sales saying a message isn't working with a specific persona, a copywriter suggesting a rewording, or even someone catching a typo, the message owner gets notified and sees a comment on the message.

Embedded Docs

1

Turns any GrokSpark Doc into iframe code that you can embed in anything that accepts html so that anyone with access to the location you embed it in can view the full Doc without leaving that page. This works in wikis, knowledge management systems, sales enablement tools, etc.