INBOUND

How to Write Better Messaging for Your AI Product

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September 5th

Introducing Magical Fairy Dust

- **Adds magical power to anything**

- **Will revolutionize the way you do things**

- **A total game-changer**

[Source: Giphy]

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Questions you might be asking yourself

- Is this too good to be true?

- Would it work for me?

- What if I use it the wrong way and something bad happens (ie turn myself into a newt?)

[Source: Giphy]

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Supercharge your life with Fairy Dust

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Supercharge your life with Fairy Dust

Reimagine your work with Fairy Dust-powered daily tasks

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Save time and unleash growth with Fairy Dust

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We're the #1 Fairy Dust company

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Everyone is shouting that they have it

The #1 AI agent for customer service

The #1 AI Meeting Agent

The #1 AI SEO tool for Ecommerce

The #1 AI CRM

The #1 AI 3D Model Generator for Creators

[Source: Giphy]

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Welcome to the world of agentic marketing

Drive your business transformation with agentic AI

AI Agent built to supercharge teams

AI built for marketers

One AI platform for any kind of work

Reimagine what's possible with AI-powered features

Boost revenue with AI Agents

Why leading with AI sells your product short

- **Buyers are skeptical, overwhelmed, confused and/or paralyzed by hype**

- **People don't fully get it**
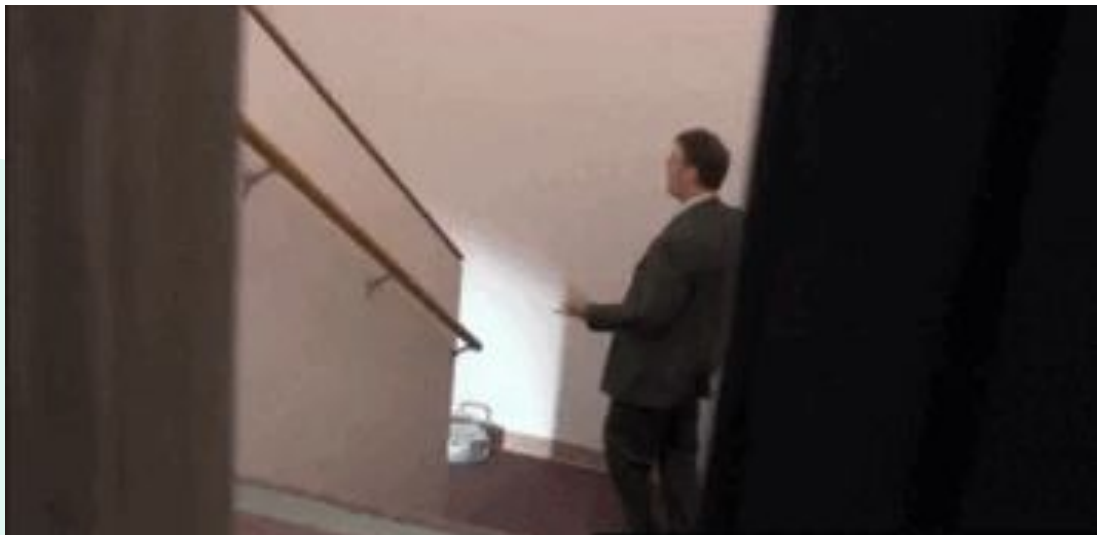
- **You sound like everyone else**

[Source: Giphy]

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Make your customer the hero of the story

[Source: Giphy]

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Great messaging isn't about your AI.
It's about the cool new things your buyer
can do, be, and feel

[Source: Giphy]

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How to write better messaging for your AI product

1. **Know your audience's level of experience**

2. **Translate AI into their daily life**

3. **Avoid hype language**

[Source: Giphy]

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Know your audience's level of experience
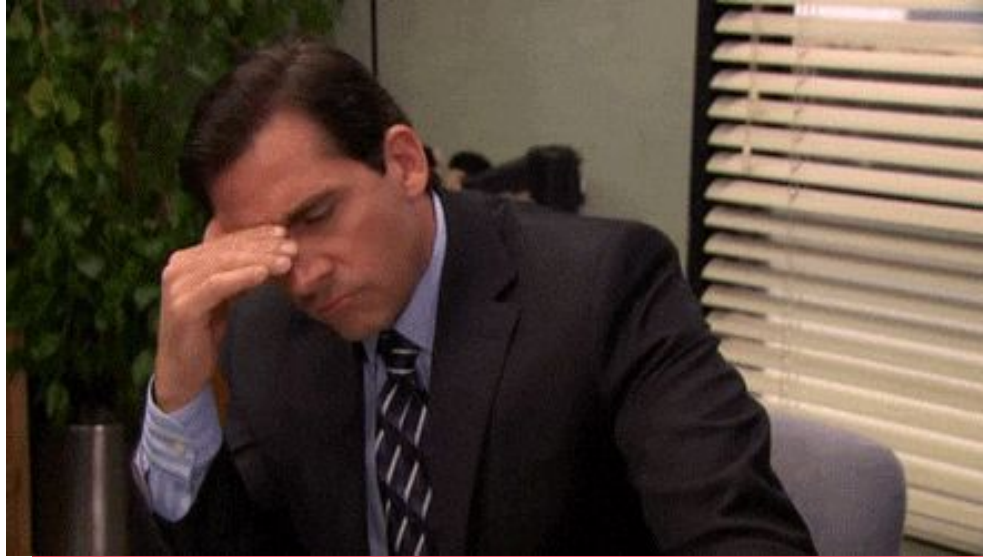
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Teaching a toddler to make a souffle

[Source: Shutterstock]

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Messaging goes over people's heads

[Source: Giphy]

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You have the Curse of Knowledge

[Source: Giphy]

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Meet your audience where they're at

To a SaaS marketer:

An AI agent independently takes on marketing's most boring, repetitive tasks, so you and your team can spend your time on the strategic creativity humans do best.

To a 7 year-old:

An AI agent is like a wizard with a magic wand to do things so your parents don't have to.

[Source: Shutterstock]

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Find the right altitude for your buyer

High altitude
Broad and high-level:

Ex: Boost productivity across the enterprise

Low altitude
Technical and specific:

Ex: Choose from managed open source or proprietary LLMs

Higher altitude for:
- Non-techie folks
- Business buyers
- Executives

Lower altitude:
- Tech-savvy
- Experienced buyers
- Technical practitioners

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Different audience, different altitude

Low ⟵―――――――――――――――⟶ **High**

So your team can do better, faster work with a secure LLM trained only on your data – and no one else's.

So you can spend your time refining your legal strategy, not typing up briefs from scratch.

So you can see more of your lawyer granddaughter because she's not working all weekend.

Head of IT

Lawyer

Grandma

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How you can do it

1 Get clear on who you're writing for

2 How much experience do they have with products like yours?

3 Adjust your message to the right altitude

[Source: Giphy]

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AI for lawyers

- **Minimal experience with AI**

- **Higher altitude message is broad and high-level**

Find the right words fast

Leave writer's block behind. Automatically generate professional text messages and email replies to ensure you're responding to your clients promptly.

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AI for engineers

- Lots of experience with AI

- Lower altitude message with more specificity and technical detail

Everything you need, right where you code

Thanks to an ecosystem of third-party extensions, Copilot Chat lets you check logs, toggle features, and deploy apps, without ever leaving your editor.

© Git Hub 2025

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2 Translate AI into their daily life

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How do you explain a sunset to someone who's never seen one?

[Source: Giphy]

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"Sunlight passes through a dense atmosphere where shorter wavelengths of light are efficiently scattered away by particles suspended in the atmosphere. This allows predominantly yellow and red wavelengths of light to reach the observer's eyes, producing a yellowish-red sunset."

[Source: Giphy]

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Explaining makes things more complicated

Leverage patented, real-time, AI-powered insights to unlock, unify, and enrich revenue activity.

[Source: Giphy]

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Translating a sunset in the context of their life

"Feel peace at the end of the day as the sun sinks into the horizon, turning the sky shades of pink, red, and orange."

[Source: Giphy]

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Translate what your AI looks like in the context of their daily life

"AI-driven customer service insights"

"Understand customer needs without hours of research."

[Source: Giphy]

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See your tech through your buyer's eyes

Through *your* eyes	Through *their* eyes
Leverage purpose-built AI models	Trust technology built for your industry
AI-powered self-service	Help your customer get faster answers on their own
Automate repetitive work	Focus on your customers' toughest problems instead of quick questions

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How you can do it

1 Put yourself in your customer's shoes for a day

2 What does life look like before and after your product? (Be specific)
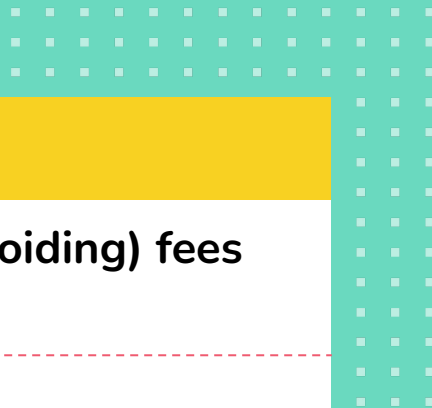
3 Contrast them in one message

[Source: Giphy]

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AI for logistics

Before	After
Overloaded with unnecessary fees	Understanding (and avoiding) fees ahead of time
Stuck digging through spreadsheets	Tracking trends in one central place
Never sure which carrier is best for your shipments	Always knowing exactly which carrier to pick

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AI for logistics

The message

Stay on top of everything in one spot to avoid unnecessary fees, track trends, and make quick, informed decisions.

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3 Avoid hype language

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Ground-breaking

Bleeding edge

Breakthrough

Reimagine

Leverage the power of AI

Best-in-class

Transformative

Unleash AI-powered insights

[Source: Giphy]

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Hype doesn't help your buyer

- **Doesn't say anything meaningful**

- **Adds to the noise**

- **Erodes trust**

[Source: Shutterstock]

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Say it like they would at a BBQ

- Write it like they'd say it
- Be human, not corporate-y

[Source: Giphy]

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Say it like they would at a BBQ

Not BBQ-friendly	BBQ-friendly
Unlocking AI-harvested data points	Make sense of all the data you have coming in from different places
Leveraging AI to create unified visibility and holistic metric mapping	Keep an eye on important trends happening in your business
Intelligently segment customer cohorts	Give different groups of customers the services they need most

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How you can do it

1 Say it like you would at the BBQ

2 Trade fancy words for plain ones

3 Be thoughtful about technical and industry terms

[Source: Giphy]

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AI-powered marketing

Before

Leverage the power of AI to supercharge marketing campaign performance.

After

Reach customers faster by using AI to build segments, write briefs, and send emails.

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AI project management tool

Before

Enable game-changing AI-native visual collaboration for disparate teams.

After

Help different teams work together easily across your org with hands-on, visual tools.

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If you only remember 4 things

1 Your customer is the hero of the story (not your AI)

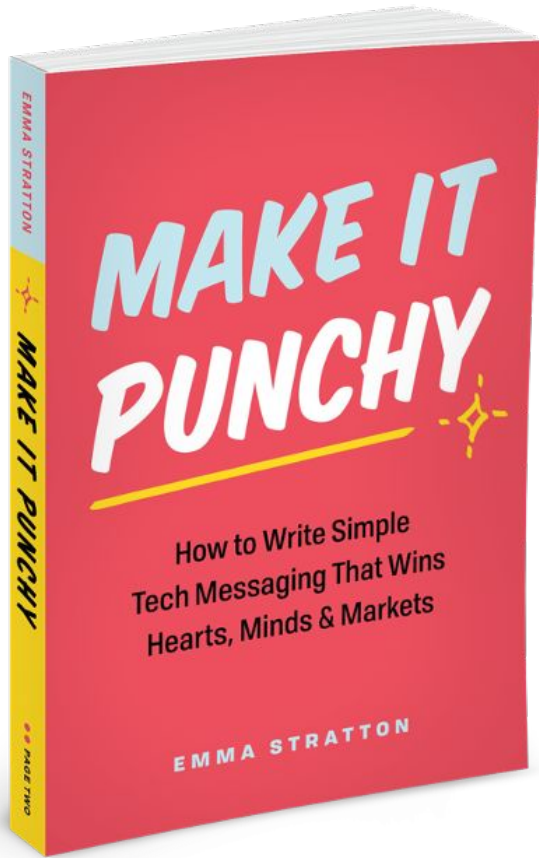**2** Great messaging highlights what your buyer can do, be or feel

3 Write for your audience's level of understanding – translate it for them

4 Avoid hype and say it like you would at the BBQ

[Source: Giphy]

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Thank you!