

Gravity Payments Brand Messaging Framework

Introduction

The Framework

Who is our audience?

What problem do we solve for them?

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Introduction

A brand messaging framework is a communications tool that helps a business tell a clear, consistent story about why customers should care about it.

Ours is below.

Use it any time you need to describe who we are, what we do, or what makes us different. E.g.:
When you're trying to ...

- Build a pitch deck.

- Create sales materials.

- Write a conference blurb.

- Make sure a new product is on-brand.

- Keep a conversation with prospects focused.

- Etc.

The Framework

Who is our audience?

Independent business owners, business associations, business-software companies, and payment-integration developers.

What problem do we solve for them?

We help them overcome uncertainty about choosing a merchant services provider and anxiety about getting ripped off.

Vision (our “why”)

We stand with independent business owners who believe in the American dream and are willing to work to chase it.

Core value (our “how”)

Unflinching devotion to independent business owners.

Mission (our “what”)

To provide incredibly accessible financial products and services for independent businesses — and our partners who serve them.

Value proposition (our “brand promise”)

Get the confidence that comes from being supported by a team of business pros devoted to your success.

Brand positioning (our position in the marketplace)

Incredibly accessible financial products and services for independent businesses — and our partners who serve them.

Brand stories and benefits (aka “brand pillars”)

1. Absurdly helpful

Benefit statement: Get the confidence that comes when you’ve got an army of business experts fighting on your side.

- Expert 24/7 human support. No robots.
- Devoted industry consultants.
- Ongoing business-education opportunities.

2. Radically transparent

Benefit statement: Peace of mind comes from knowing how much you’re paying and exactly what you’re paying for.

- Total visibility into payments.
- Never any hidden fees or nasty surprises.
- Non-commissioned sales reps.

3. Endlessly inventive

Benefit statement: Run your business like a pro with financial products and services designed especially for independent businesses.

- Services to grow your business.
- State-of-the-art processing technology.
- Price parity on processing and POS integrations.

What do we really sell?

Confidence. Independent businesses who work with us can stop sweating the payment stuff and focus on the work they love knowing we’ve got their back.

Our brand voice

Think “Pepper Potts.” Smart, caring, and committed. She’s also a hero in her own right, flying her own Iron Man suit under the apropos superhero name “Rescue.”

Who’s our enemy?

“Indifference.” We’re the alternative to companies that just don’t care enough about community business owners to offer attentive support, individualized service, or clear pricing.

Brand Components

Here's a bit more explanation on some of the key aspects of our brand.

1. Brand positioning

Brand positioning describes the marketplace niche we fill and how we're different from our competitors.

Brand positioning describes what we offer, to whom we offer it, and what makes us different.

Here's the Gravity Payments brand positioning:

Incredibly accessible financial products and services for independent businesses — and our partners who serve them.

"Incredibly accessible" ...

"Incredibly" captures the idea that what Gravity does often flies in the face of conventional business wisdom.

"Accessible" means "easy to speak to or deal with" plus a number of other things, all good (e.g.: "within reach," "affordable," "available," "easy to understand," "open," "easy to use for people with disabilities").

So "incredibly accessible" captures our key differentiator — our availability to help, and the way our company attitude (of devotion to independent businesses) tends to fly in the face of conventional wisdom. Further, "incredibly accessible" can apply not just to our support team, but to:

- the way we communicate internally
- the way we communicate with customers
- the way we create products
- the mindset every team can operate with

Everything we do should be incredibly helpful to community business owners, partner organizations, and developers.

"financial products and services" ...

Covers all the products we offer, from payment processing and integration, to working capital, analytics, loyalty programs and beyond.

“for independent businesses”...

Describes our primary audience. Even when we're talking to the partner and developer audiences, our ultimate end user is still going to be independent businesses.

“and our partners who serve them.”

Describes our secondary, but still important, audience of partners and developers.

3. Value proposition (“brand promise”)

A value proposition describes the functional and emotional benefits we offer customers. In other words, it's the value we provide. It's an extension of the brand positioning, specifying what customers get (“confidence”) and how (via the devotion of a team of business pros).

Get the confidence that comes from being supported by a team of business pros devoted to your success.

4. Company description blocks

Use these whenever you need.

~25 WORDS

Gravity Payments offers incredibly accessible payment processing, financial services, and point-of-sale integrations so community business owners can relax and run their businesses with confidence. No hidden fees. No nasty surprises.

~50 WORDS

Community business owners hate dealing with payment-services companies because they feel like they won't get honesty, fair prices, or quality service. Gravity Payments is different. We offer incredibly accessible payment processing, financial services, point-of-sale integrations, and 24/7 human support so independent merchants can relax and run their business with confidence.

~100 WORDS

Community business owners hate dealing with payment-services companies because they feel like they won't get honesty, fair prices, or quality service. Too often they're right. But Gravity Payments was founded to change that. We stand the independent businessperson who believes in the American Dream and is willing to work to chase it. Gravity offers total visibility into payments, frictionless POS integrations, 24/7 in-house human support, and custom-fit financial services. Plus, there's a small army of business specialists devoted to serving you. The upshot? Business owners can relax and run their businesses with confidence.

Manifesto

Look around.

Wherever there's a neighborhood with any mojo in this country,
it's not some megacorporation that made it happen.

It's you,

the independent-business owner.

You're the one who had the wild idea

to start a business,

the grit to get it built,

and the devotion to keep it running every day.

That's just about the coolest thing in the world.

Because when you love the things you sell

and the people you work with

and the communities you serve,

you do a lot more than build a business.

You make the world better,

one neighborhood at a time.