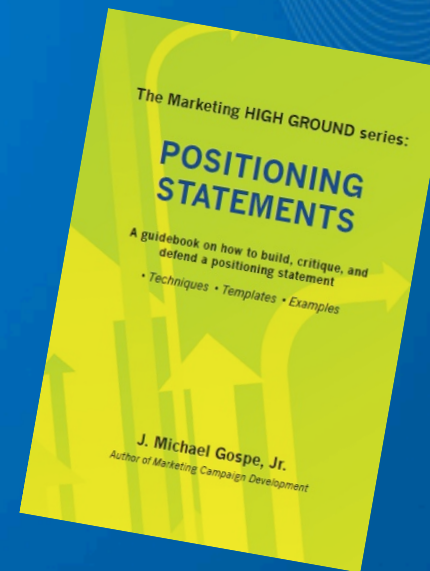


What is a positioning statement?

The secret ingredient for any integrated marketing program



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The Marketing High Ground series: Positioning Statements

What is a “*positioning statement*”?

A tool used by marketers to gain internal agreement and clarity around the specific value being offered to specific target audience segments (*personas*).

A solid positioning statement becomes the messaging cornerstone of the integrated marketing campaign (*but, it is not the message*).

Does your company have a positioning crisis?

CLUES THAT YOUR POSITIONING STATEMENT SHOULD BE REVISITED:

Change of agency: The marketing team has changed advertising agencies more than once in the past year because “they don’t understand our business.”

Change of strategy: Your company has recently changed its strategy, but the rank and file have not been informed of the details. In the meantime, the team continues to execute the status quo marketing campaigns.

Frustration: Marketing managers are frustrated that their writers “just don’t get it!” There are too many rewrites. It takes the marketing/PR team more than three drafts to finalize a press release, direct mail piece, or data sheet.

Rambling sales reps: It takes the average sales rep more than 30 seconds to describe the product and its value.

Never done: Oops, we’ve never documented our marketing strategy or positioning statement.

No single source: Each sales rep has a different “elevator pitch.”

Out of alignment: The VP of Marketing and VP of Sales have conflicting perspectives on the positioning and sales tactics. There is no common definition of a “lead”. The Sales team is writing its own collateral, opting not to use marketing-created sales tools.

Out of date: It’s been a year since the executive team reviewed the positioning strategy.

Why build a positioning statement?

- Adds clarity and focus to the value you provide customers
- Acts as a rudder to keep your messaging consistent (thereby reducing the chances of confusing audiences over time)
- Provides direction to the marketing team so fewer rewrites (of brochures, datasheets, etc) are needed

Think of the positioning statement as “what prospects say about you after you leave the room”. What’s the one thing you want them to remember? If you can’t craft a focused positioning statement, your prospects and customers will infer one for you, and you may not like what they come up with. Be proactive. Take the time to create one, and use it to guide your messaging.

Positioning Statement Format

To: _____
(One Target/Persona Type) _____ is the one

(Product/Company Name) _____ that

(Category) _____ unlike

(Key Customer Benefit) _____

(Differentiator) _____ .

Positioning Statement Format – an example

To: Frequent Flyer Business Executive (Globetrotter persona)

(One Target/Persona Type)



FlyRight

(Product/Company Name)

jet lag remedy

(Category)

is the one

that

allows you to stay healthy through the flight and arrive at your destination feeling as invigorated as when you left so you can get right to work

(Key Customer Benefit)

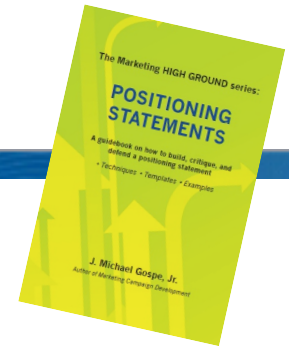
unlike sleeping pills and caffeinated drinks that provide temporary relief, but take a huge toll on productivity later on

(Differentiator)

Some questions to ask

- Why did we build this?
- What's the persona's perception of us?
- How have they coped without our product/service?
- What does the competition offer? How are they perceived?
- What do we believe are the competition's weaknesses? What are their strengths?
- What value do we really bring to the table?
- What are our "firsts, bests, and onlys"?

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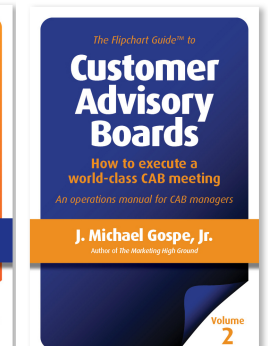
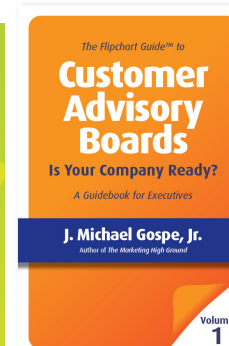
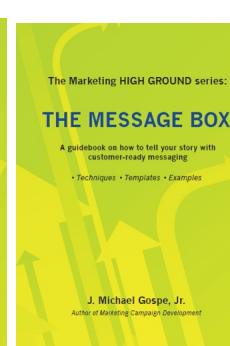
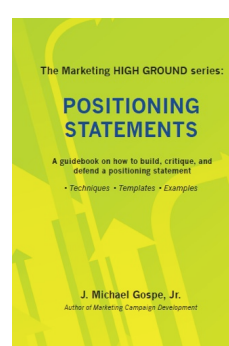
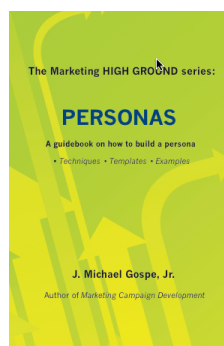
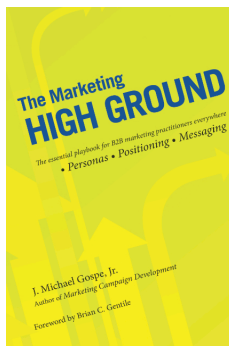
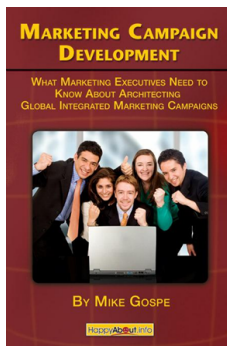
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