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Messaging & Positioning Worksheet

This worksheet will help you create a comprehensive guide which will drive the key values and marketing messaging that your company wants to project to the market, and will lay the foundation for your marketing communications.

I.   Understanding {Company Name} Target Audience:

Decision makers and target audience within an organization Describe here who the decision makers are and the key audience within your target market.	**Business Decision Makers (BDM)**	
	Technical Decision Makers (TDM)	
	Other Decision Makers	
Describe the problems that these buyers are facing	**Business Decision Makers (BDM)**	
	Technical Decision Makers (TDM)	
	Other Decision Makers	

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How is the target buyer solving these problems today	
Who is the most likely customer to buy {Company's} products	
Who is least likely to buy {Company's} products	

II.   Brand Positioning

A brand positioning statement is a short description of your target audience as well as a statement that communicates your brand's unique value to your customers in relation to your main competitors. Your brand positioning statement is intended to be used as an internal tool that serves as a guidepost for your marketing efforts.

Brand Positioning Statement	
Where and how {Company} adds value	
Company Motto	

III. Product Positioning

A product positioning statement is a brief description of your target audience as well as a statement that communicates your product's unique value to your customers compared to your main competitors.

A. {PRODUCT NAME}

{Product Name} Positioning Statement:

"For (your target audience)….. who (describe their problem)….. (product name) is (describe what you bring to solve this problem). Unlike competitor products, (product name) provides/offers (describe the product differentiators)……."

{PRODUCT NAME} MAIN BENEFITS & KEY MESSAGES	
Benefits/Key Messages	**Explanation supporting this benefit**
1. Benefit #1.	Explain the benefit and the features that support this benefit.
2. Benefit #2.	
3. Benefit #3.	
4. Benefit #4.	
5. Benefit #5.	

B.   {PRODUCT NAME}

{Product Name} Positioning Statement:
"……. …. ……."

{PRODUCT NAME} MAIN BENEFITS & KEY MESSAGES	
Benefits/Key Messages	**Explanation supporting this benefit**
1. Benefit #1.	Explain the benefit and the features that support this benefit.
2. Benefit #2.	
3. Benefit #3.	
4. Benefit #4.	
5. Benefit #5.	

About Marketing For Tech

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