

Course 3



Getting Started Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

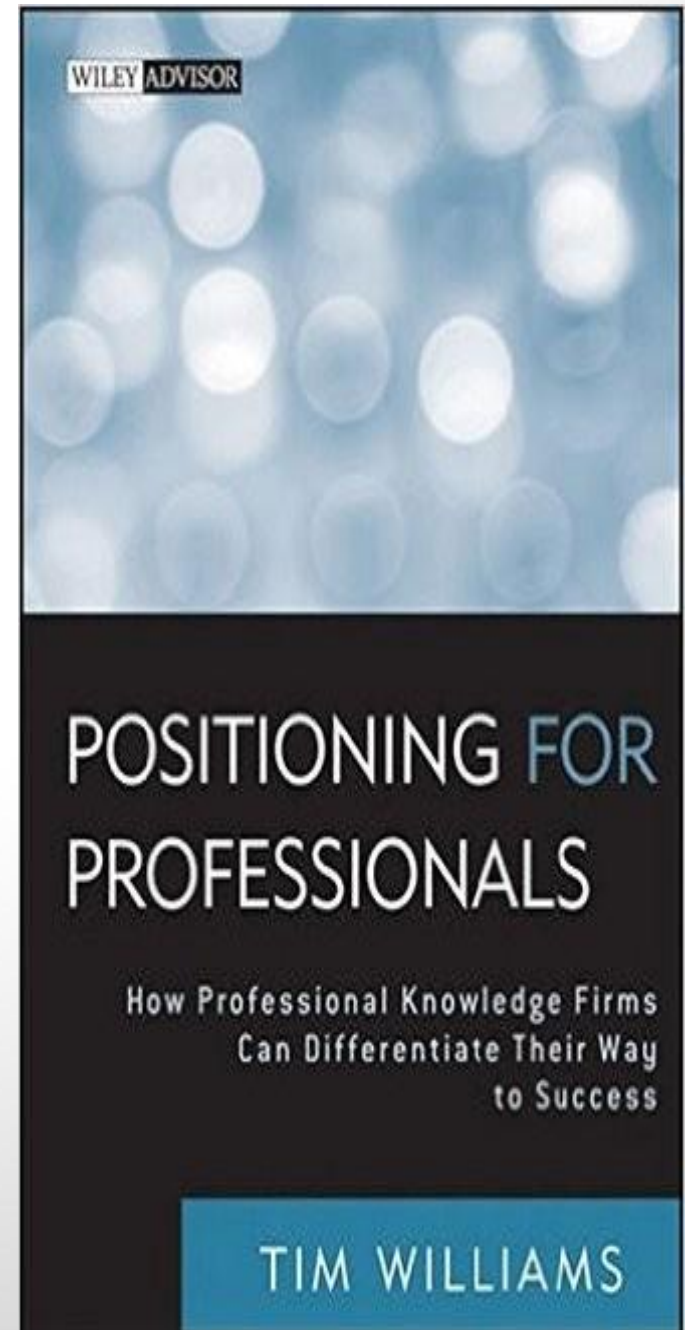
How to Create a Marketing Positioning Statement

- Why is positioning important?
- What is positioning?
- How does positioning benefit your business?
- How do you define your company's positioning?
- How does positioning impact your business?



**WHY IS BUSINESS
POSITIONING
IMPORTANT?**

Based on Tim Williams' book,
“Positioning for Professionals.”



**YOU CAN'T MARKET
YOUR COMPANY
SUCCESSFULLY
WITHOUT A CLEAR
POSITIONING STRATEGY.**

WHAT IS POSITIONING?

Positioning is an articulation of what products or services you offer, and which markets or customer segments you serve.

**THE ANSWER CAN NOT
BE “EVERYTHING” AND
“EVERYBODY.”**

**IF YOU TRY TO APPEAL TO
EVERYONE, YOU END UP
APPEALING TO NO ONE.**

“Nobody buys a product or service because it can do everything, but rather, because it **can do something.**”

TIM WILLIAMS

Imagine you're
**planning your
wedding.**



**YOU AREN'T LOOKING FOR A
FREELANCER "WITH A WIDE
RANGE OF PHOTOGRAPHIC
EXPERIENCE."**

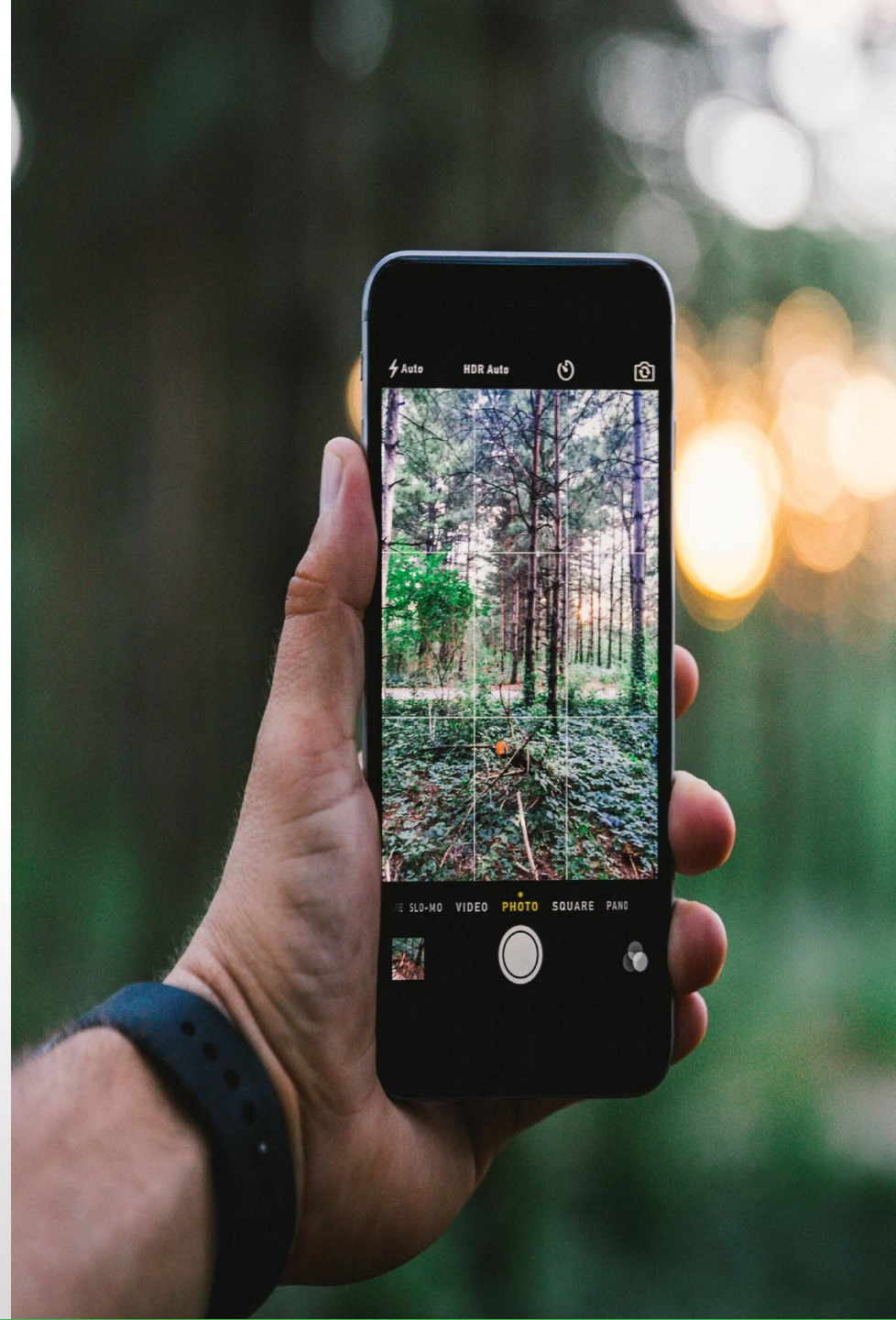
You want a photographer
who **specializes** in
wedding photography.





**With thousands of companies around the world,
you need to find a way to specialize and stand out
from the crowd.**

Positioning requires focus, it means that **you're saying "no"** to things.



**HOW DOES POSITIONING
BENEFIT YOUR BUSINESS?**

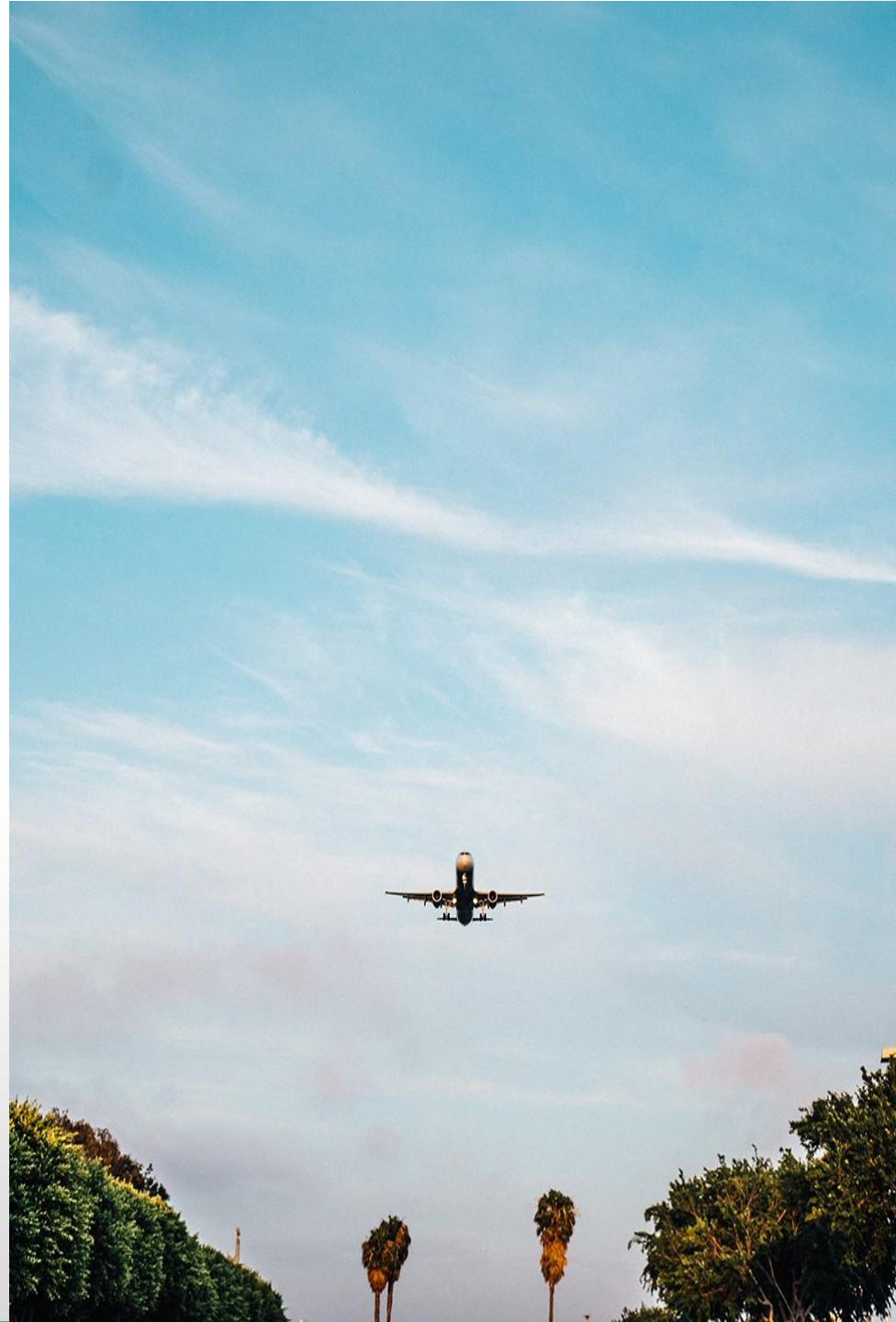


Positioning
provides **direction.**

There will be no question about
what you do, whom you do it for,
and how you do it.

Positioning provides a **borderless market.**

By determining a focus, and building this up as a core part of your service, clients will want to work with you, regardless of your location or size.





Positioning provides
a clear **target
audience.**

Strong positioning helps you
understand the unique pain points of
your target audience, what they need
and want,
and how they buy.

Positioning drives **premium pricing.**

With profound expertise,
comes premium pricing.



The **positioning statement** will help marketing produce clearer, tighter and more consistent messages.





**HOW DO YOU DEFINE
YOUR COMPANY'S
POSITIONING?**

POSITIONING STRATEGY

CREATION NOTES

- Get the right people involved
- Document your positioning strategy
- Pick a position
- Everything you do with your marketing strategy should tie back to your positioning

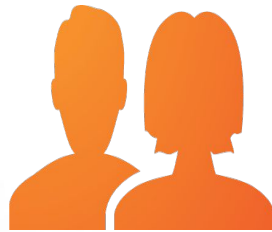
STEPS FOR DEFINING YOUR POSITIONING STRATEGY



STEP 1:
Assess your
current
positioning.



STEP 2:
Define your
company's
purpose.



STEP 3:
Identify your
company's
best client.



STEP 4:
Identify your
company's core
competencies.



STEP 5:
Define your
company's
culture.



STEP 6:
Create your
positioning
statement.

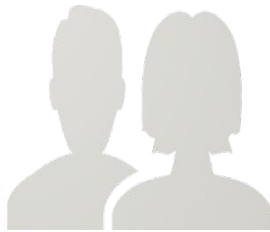
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**A MISSION STATEMENT IS
NOT A POSITIONING
STATEMENT.**

QUESTIONS TO ASK

ASSESSING YOUR CURRENT POSITIONING

- What makes your company unique today?
- How do you communicate that differentiation on your website?
Social media? Content? With your clients?

**IN THE BEGINNING IT'S
TEMPTING TO WANT TO BE
EVERYTHING TO EVERYONE.**

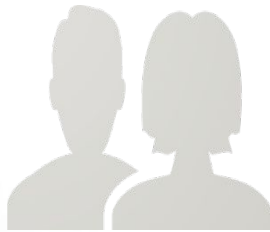
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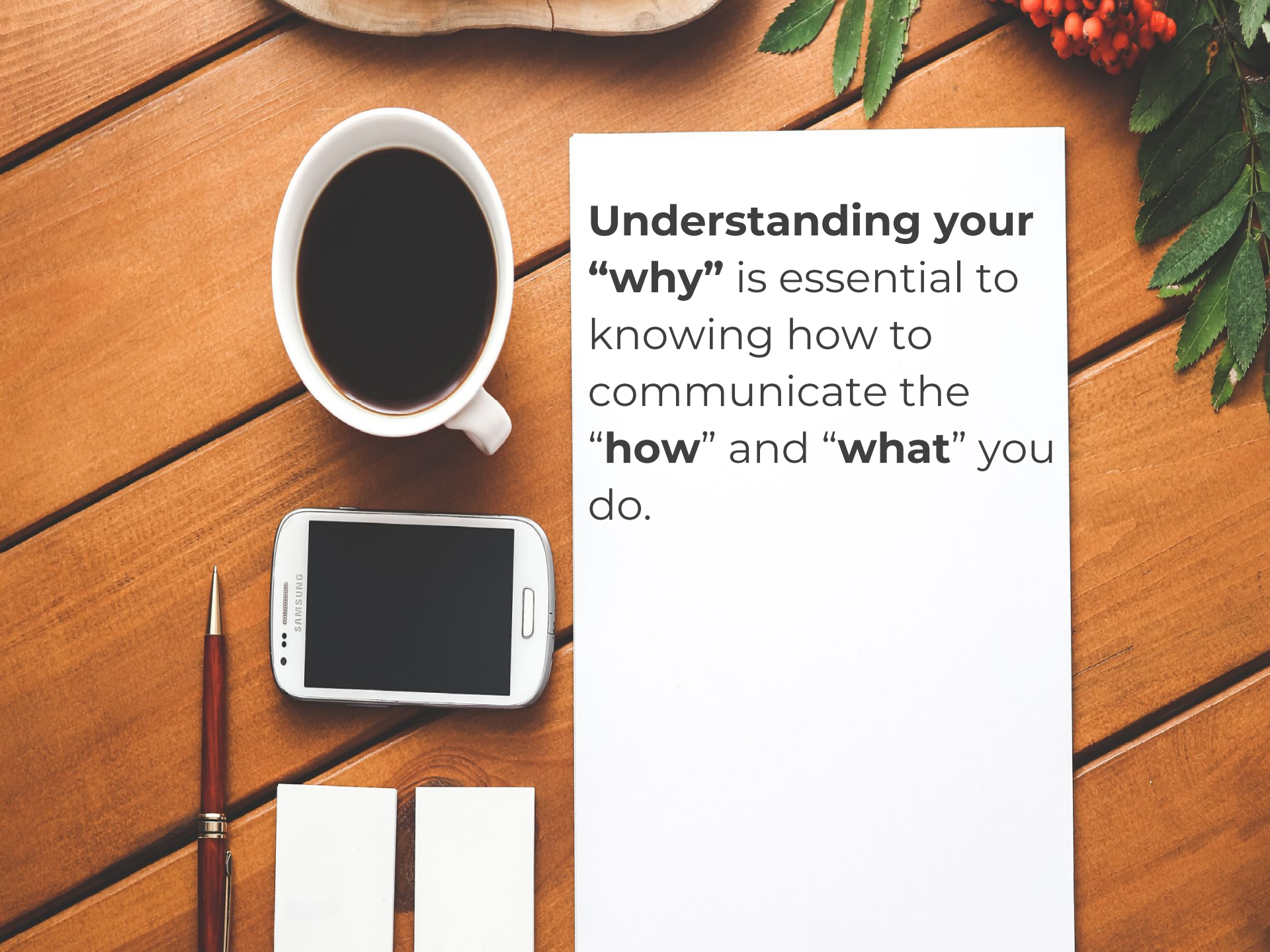
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“Purpose is a definitive statement about the **difference** you are trying to make in the world.”

ROY J. SPENCER JR., GSD&M AGENCY

YOUR PURPOSE ANSWERS

- Why does your company exist?
- Why do you go to work every day?
- Why do your employees continue to come to work?
- Why do your clients want to work with you?

A top-down view of a wooden desk with a cup of coffee, a Samsung smartphone, a pen, and sticky notes. The desk is made of light-colored wood with dark wood grain. A white cup of black coffee is in the upper left. A white Samsung smartphone is in the center left. A red pen is in the lower left. Two white sticky notes are at the bottom. In the upper right, there are green leaves and red berries. A white rectangular box containing text is on the right side of the image.

**Understanding your
“why”** is essential to
knowing how to
communicate the
“**how**” and “**what**” you
do.



Making money is **not** a “why.”

Revenues, profits, and salaries are simply results of what you do.



Purpose provides you and your team with a view on how your company will make a difference, setting everyone on the **same path.**

QUESTIONS TO ASK

DEFINING YOUR PURPOSE

- Besides profits, why does your organization exist? What would people miss if you didn't exist tomorrow?
- What inspires you to go to work each day?
- What is the purpose and the meaning of what you do?
- What problems do you solve?
- If your people were volunteers instead of employees, what would they be volunteering for?

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Focusing on an audience, allows you
to **become an expert** in
understanding
the attitudes, values, habits, wants,
needs, motivations, and behaviors
of a particular class of people.



72%

of consumers are more likely to buy from thought leaders, people or businesses that are recognized as an expert in their marketplace.

DO YOU SPECIALIZE
AROUND A **SPECIFIC**
INDUSTRY?

**DO YOU SPECIALIZE
AROUND A SPECIFIC
AUDIENCE?**

QUESTIONS TO ASK

IDENTIFYING YOUR COMPANY'S BEST CLIENT

- What type of clients have you been most successful with in the past?
- What traits do they have in common?
- Which industries, business categories, or market segments do you know best and excel at?
- What type of consumers do you enjoy working with the most?
- What type of clients do you NOT want to do business with?

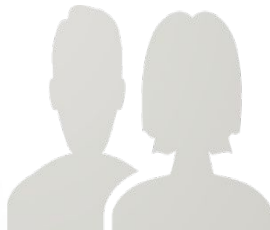
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Becoming an **expert in a discipline** is another way to focus your company.

**CAN YOU BE SEEN AS A
THOUGHT LEADER?**

QUESTIONS TO ASK

IDENTIFYING YOUR COMPANY'S CORE COMPETENCIES

- What do you do particularly well, better, or more efficiently than any other company?
- Which of your capabilities and services provide the most value to your clients?
- If you could only provide one service, what would that be? What services would you give up to have that focus?
- What are the things that your clients can't do on their own?

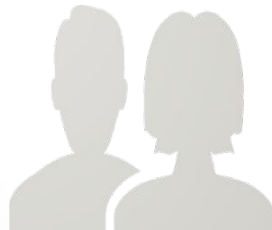
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The culture of
your business is
your company's
way of life.



Culture can be the
key differentiator that
positions you far above your
competitors.

QUESTIONS TO ASK

DEFINING YOUR COMPANY'S CULTURE

- What are the philosophies and methods you follow?
- Do you have a unique way of thinking or working processes?
- What is the one thing that you would never change about your company?
- Will you say "no" to a prospective client because of your values and culture?
If so, what are some of the reasons that would cause you to say "no"?
- Regardless of role, what does it take for someone to truly succeed at your company?

Create a **Culture Code**.

Here's the 7 principles that one company follows.

I need to...

1. Be insanely driven to unify marketing + sales
2. Innovate, educate & empower others
3. Question things & drive positive change
4. Embrace transparency, honesty & selflessness
5. Get sh*t done
6. Turn metrics into action
7. **Be awesome**

SHARE THIS CULTURE CODE
INTERNALLY AND
EXTERNALLY.

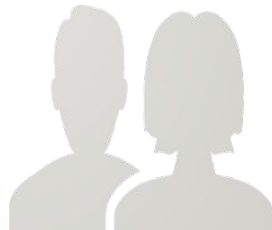
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EXAMPLE POSITIONING STATEMENT

“We create custom, user-centric websites for B2B companies by using modern design because we value your customers’ experience and believe your website is essential to achieving your business goals.”

LET'S BREAK IT DOWN:

We

create custom, user-centric
websites

THE WHAT

for

B2B companies

by

using growth-driven design

THE WHO

THE HOW

because

we value your customers' experience and believe
your website is essential to achieving your business
goals

THE WHY

GET THE **SUBSTANCE**
RIGHT FIRST, DON'T
FOCUS TOO MUCH ON
SHINY WORDS.

FILL IN THE BLANK:

We

provide this service/value/outcome

THE WHAT

for

this type of
company/industry/market

THE WHO

by

using this kind of approach

THE HOW

because

why

THE WHY

**POSITIONING IS AN
ONGOING PROCESS.
ALWAYS ADAPT
AND ADJUST.**

RECAP: POSITIONING STRATEGY CREATION NOTES

- Get the right people involved
- Document your positioning strategy
- Pick a position
- Everything you do with your marketing strategy should tie back to your positioning

 **HOW DOES
POSITIONING IMPACT
YOUR MARKETING?**

A POSITIONING
STRATEGY IS
NOTHING **WITHOUT**
EXECUTION.



You should bring
your positioning
strategy to life in all
your company's
major **business
practices.**

EXECUTE YOUR POSITIONING STRATEGY



**WEBSITE
PAGES**



**CONTENT
CREATION**



**LEAD
QUALIFICATION**



Develop your content strategy with your
positioning in mind.

Any future content you create should be specific to your company's positioning.

BEST BENEFIT:
YOU NOW KNOW WHAT
QUALITIES TO LOOK FOR
IN A LEAD OR POTENTIAL
CUSTOMER



**Course 3
Completed.**
**Now take the
next course.**

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

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share it.**



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THANK YOU.