

## PARTNER INBOUND SUCCESS TRAINING



by HubSpot  
Academy

# Positioning Statement Guide

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Explore and Strategize

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## Positioning Statement Guide

### The Positioning Statement

At some point in a conversation, your prospect will typically ask what your company actually does. This might happen on a connect call, at a networking event, on 2nd or 3rd meeting where a new attendee is present, or even in an elevator. A good inbound-y way to answer this question is using a Positioning Statement. You can also bring up your positioning statements proactively.

Keep reading for some sample positioning statements.

### A Couple Words On Positioning Statements

A couple things to keep in mind on positioning statements:

- First, positioning statements are not about you. They are about your prospects, the type of pains you solve, and the type of companies you help. This is what prospects initially find most interesting - not your companies history.
- Second, your positioning statement is not static. You may have to run through several positioning statements to find the one that resonates with the prospect in front of you. Do not give up easily. Yet if none of your positioning statements hit the mark - consider the possibility that the prospect is not a fit for your services.

### Some Sample Positioning Statements

Below is a sample list of positioning statements:

#### Inbound Marketing:

#1: I help business owners like you who are frustrated that they have spent a lot of money in making improvements to their website and they are still not seeing leads come in as they expected.

Typically they have either hired a SEO consultant or put some money into Google Adwords to increase their rankings in search engines. Now they either still fail to show up in the results or they are ranking for some keywords but not seeing any increase in leads. Are you experiencing similar challenges?

#2: I help marketers like you who are frustrated that they've spent a lot of time and money working to please the sales team with high quality leads that close faster, but they have yet to see the quality leads they expected from their website and online marketing efforts.

Typically they've purchased lists or gone to tradeshow in order to achieve their goals, but aren't seeing the results they have in the past so management and the sales team are concerned. Are you experiencing similar challenges?

#3: Every day I speak with small business owners who are frustrated with the current return on investment they're seeing from traditional marketing approaches like direct mail and yellow pages, and they would like to get more leads and sales from online marketing but are a little unsure about how or where to even begin. Does that resonate with you?

#4: Every day I speak with marketing professionals who are spending a lot of time and effort doing various online marketing activities like spending money on things like Google AdWords or working with an SEO consultant or doing sporadic email blasts, etc...--but are frustrated because they can't tie it all together and understand what's actually working and what's not. Does that ring a bell with you?

#5: Every day I speak with folks who are unsure of exactly how to use blogging and social media strategies to strengthen their marketing efforts. They know they want to start getting more visitors to their website and generating leads online but aren't exactly sure how to get the ball rolling. Does that resonate with you?

### **Social Media:**

#1: Lately the two biggest problems I've been hearing from marketers like you is a lack of an understanding about how to get started with social media and understanding the impact it can have on your business. Do either of those ring true for you?

#2: We often run into business that are investing in social media and believe it is the right thing to do, but are having a hard time justifying the returns and want to understand how it connects to their business goals. Does that seem to describe you?

### **Search Engine Optimization (SEO):**

#1: I talk to several business owners every day and one of the things I hear consistently has to do with their considerations around changing design elements of their websites in the hopes of getting their site found online, but they aren't quite sure what changes need to be made and what impact those changes will have. Do you relate to this?

#2: I help marketing executives that are frustrated with the quantity and quality of traffic hitting their websites and are disappointed in their lack of success in previous attempts to change what's happening. Does that resonate with you?

#3: I help marketing departments solve issues around the quantity and quality of visitors hitting their websites. Lately I'm hearing a lot of frustration with the lack of success from previous campaigns over the course of this past year. Does that resonate with you?

**Analytics:**

#1: I help small business owners like you who are frustrated that they can't track the ROI of their marketing activities and are disappointed that they can't figure out where their buyers are hiding. Does that resonate with you?

#2: I help marketers like you who are aggravated by how long it takes to pull all their marketing data together. Lately the 2 biggest problems I'm hearing about are their inability to integrate different data sources and measuring the ROI of their efforts. Does that ring true for you?