

Positioning Statement

TEMPLATE

For _____ (target customer)

who _____ (statement of the need or opportunity)

our (product/service name) is
_____ (product category)

that (statement of benefit)

_____.

EXAMPLE

For non-technical marketers

who struggle to find return on investment in social media

our product is a web-based social analytics software

that translates engagement metrics into actionable revenue metrics.