# Positioning Statement

## EXAMPLE

|  |  |
| --- | --- |
| To: | Business owner or marketing executive |
|  | (One Target/Persona Type) |
|  | Stratex Digital Marketing |
|  | (Product/Company Name) |
| is the only | digital marketing training company |
|  | (Category) |
| that | teaches you how to develop the best digital marketing strategy for your business |
|  | (Key Customer Benefit) |
| unlike | other “training” seminars or webinars that are trying to sell you their services or simply show you “tactics”. Our experts are dedicated to helping you find the best solutions for your business via a personalized, hands-on workshop that will help you implement, manage and continuously optimize a profitable digital marketing strategy for your business that targets and engages with your most profitable prospects and customers. |
|  | (Differentiator) |

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|  |  |
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|  | (Differentiator) |