

● MARKETING STRATEGY

Positioning & Messaging.

Differentiation grounded in real buyer research and turned into a message system your whole organization can use.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with

Positioning & *Messaging*.

*Positioning built on evidence, not adjectives, and a message architecture that holds everywhere.
For B2B leaders tired of sounding like every competitor.*

THE PROBLEM ON YOUR DESK

Most B2B positioning sounds the same. For most companies, a competitor could swap their logo onto your homepage and have it still read true. Positioning built on interchangeable claims is not positioning. Differentiation that holds is built on evidence, not adjectives.

OUR THESIS

Positioning built on interchangeable claims is not positioning. *We build a frame only you can own.*

How the work runs

01 · RESEARCH, FRAME, ARCHITECTURE

01

Research

Not an internal workshop. We interview real buyers and study the competitive set to find the specific, provable things only you can credibly say.

02

Frame

A position built on receipts, not adjectives. If a competitor could lift it onto their site and have it read true, it is not a position.

03

Architecture

A structured message hierarchy that stays coherent from homepage to sales deck to ad, so the whole organization tells one story instead of ten.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ Buyer interviews and a competitive review
- ✓ A structured message architecture and hierarchy
- ✓ Messaging coherence across products or segments
- ✓ A defensible differentiation position
- ✓ Rollout guidance across teams and assets
- ✓ A working session on the position

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

A frame *competitors cannot borrow.*

02

One story *from homepage to sales call.*

03

Buyer recognition *that comes faster.*

04

Executive buy-in *that makes it stick.*

“

We finally sound like ourselves, and only ourselves.

VP MARKETING · CROWDED B2B CATEGORY

Claim a position *only you can own.*

Talk to a strategist about positioning grounded in buyer research, not internal opinion.

Book a session →

demandspring.com/contact