

BUILD YOUR POSITIONING STATEMENT

Build your positioning statement below: Make sure you have an ideal company and persona in mind... Also have a service offering in mind (e.g. inbound retainer, sales enablement retainer, crm, growth-driven design retainer, etc).

For help and an example, see the [Positioning Statement Brainstorming Aide](#) on the next page.

**WHAT PROBLEM
YOU ADDRESS
AND FOR WHOM**

(Your Positioning Statement)

We work with *(type of company/role)* who are *(emotional word)*
because of *(pain and/or problem)*

**WITH WHAT SOLUTIONS
YOU ADDRESS THEM**

(and the primary benefit)

We offer *(service/solution)* that provides *(primary benefit)*

**WHAT MAKES YOU
DIFFERENT?**

We are unique in that *(differentiating factor)*

Positioning statement BRAINSTORMING AIDE:

Brainstorm your Positioning Statement using the aide below.

TYPE OF COMPANIES WE HELP	PROBLEM/PAIN	FEELING	CONSEQUENCES	HOW WE HELP AND PRIMARY BENEFIT
<i>Example – Growing technology companies</i>	<i>Looking to become or secure market leadership</i>	<i>Anxious competitors are gaining ground. Want to kick competitors' butts</i>	<i>Lose market share, lose first mover advantage, not be able to get more funding</i>	<i>By helping these companies drive online attention and leads by using remarkable and valuable content to turn their site into a major destination and lead generating machine.</i>

Example positioning statement built with above example:

We work with growing technology companies who are looking to secure online market leadership but are frustrated that their website is not driving as many visitors or leads as it should be. We help them use remarkable content, blogging, social media, and conversion tactics to turn their site into a major destination and lead generation machine. We've done this before for other tech companies and would be eager to share some insights with you.

OUR positioning statement: Fill in your positioning statement here.



BUILD YOUR BRAND STORY

Start discovering who you really are as a brand and why you matter in the marketplace. Use this Story Brand checklist, found in Donald Miller's book **Building A StoryBrand.**

A CHARACTER

Who are your ideal customers?

HAS A PROBLEM

What internal and external issues are they dealing with?

AND MEETS A GUIDE

Who are you and why are you an authority to help alleviate their problem?

WHO GIVES THEM A PLAN

What are you proposing that will help solve a prospect's problem?

AND CALLS THEM TO ACTION

What specific action do you want your prospect to take?

**THAT HELPS THEM
AVOID FAILURE**

What might happen if a prospect chooses not to use your product or service?

AND ENDS IN A SUCCESS

What will happen if a prospect does choose to use your product or service?

This is just the beginning! Once you've completed this checklist, it's time to go deeper and figure out how to apply your brand's story across all customer touchpoints.

CONTENT MARKETING SUPPLY CHAIN



The **Content Marketing Supply Chain** is a streamlined inbound marketing strategy that any team can use to create high-quality content that attracts new website visitors.

STEP 1

SELECT A TOPIC

Kickstart the brainstorming process by asking yourself the following questions:

- What problems are new customers looking to solve?
- What information do customers request most often or find the most helpful?
- What concepts do new customers misunderstand?
- What current trend or event is relevant to my industry?

Once you have a shortlist of topics, validate them using SEO tools like SEMRush's Keyword Magic Tool. Remember, ideal keywords have a low Keyword Difficulty (<65), and a moderate to high monthly search volume (>100).

STEP 2

RECORD A LONG-FORM VIDEO

Record a 30-minute video to cover the primary topic and six related subtopics. There are several ways that you can accomplish this:

- Use company resources
- Hire a freelance videographer
- Capture video interviews using a conferencing tool like Zoom
- Use a smartphone with a simple tripod and external microphone
- Record an audio conversation with your smartphone's voice memo tool

Yield: One raw, 30-minute recording.

STEP 3

~~TRANSCRIBE~~ YOUR MEDIA

The average American speaks at a rate of 110 - 150 words per minute (WPM), so a 30-minute conversation at 120 WPM can produce six, 600-word blog posts.

- Transcribe your files with Rev.com for \$1/minute
- Transcribe your files with Zoom.com

Yield: A raw, 30-minute recording can produce a ~4,000-word transcript.

STEP 4

CUT VIDEOS

Before cutting your videos, read this video editing strategy to extract the most value from your footage:

1. Create a Long-Form Video

Using your 30-minute recording, cut a long-form video. This video should be 10+ minutes long and cover the entire topic and subtopics. Aim to cover six subtopics in your long-form video.

2. Produce Mid-Length Videos

Extract the six supporting topics from your long-form video into separate, mid-length videos that are 5 minutes long or less. Plan to use videos on Facebook, IGTV, LinkedIn, and Twitter.

3. Cut Sizzle Videos

Sizzle videos are 60-second nuggets of wisdom. Extract two from each mid-length video.

If you're not working with an agency, use UpWork to find freelancers to cut these videos.

Yield: A 30-minute video yields 1 long-form, 6 mid-length, and 12 sizzle videos.

STEP 5

DRAFT BLOG POSTS

Deconstruct your transcript into multiple 500-word blog posts that each cover a specific supporting topic.

These blog topics should follow the same structure as your mid-length videos.

Once you have the six posts, you can then create a pillar page that explains the topic in-depth.

Follow these steps to optimize each post:

- Write a punchy title
- Embed your mid-length video to increase website session duration
- Complete on-page optimizations
- Optimize your website images

Yield: A 4,000-word transcript yields 6 blog posts and 1 pillar page.

STEP 6

DESIGN DIGITAL ASSETS

Rich media is perfect for social media and blogs. Because we're creating content for multiple platforms, there are multiple formats of assets you'll want to develop.

Here are the digital assets you'll need to design:

- 4 educational, entertaining, and inspiring quotes from each blog post
- A square, widescreen, and vertical thumbnail for each video
- A downloadable asset for website visitors (e.g. a checklist, quiz, PDF, etc.)

Yield: A 30-minute video yields roughly 24 quotes, 20 thumbnails, and 1 downloadable asset.

STEP 7

SCHEDULE AND PUBLISH

The final step is to schedule all of your posts. This can be done through a marketing automation platform such as HubSpot or Hootsuite.

- Publish 1 long-form video on YouTube per month
- Publish 1 mid-length video on Facebook, Instagram, and LinkedIn every 5 days
- Publish 1 sizzle video on Facebook, Instagram, and Twitter every other day
- Publish 1 quote on Facebook, Instagram, LinkedIn, Twitter, and Pinterest every day

Yield: An entire month of social media and email marketing content.



ADDITIONAL IDEAS

Repurpose your content further with these ideas:

- Syndicate blogs to online publications like LinkedIn and Medium
- Design an infographic
- Build an email drip campaign to nurture prospective customers
- Create a newsletter
- Develop a slideshow presentation for LinkedIn's SlideShare

WORK WITH US



Founded in Los Angeles in 2003,
UNINCORPORATED is a branding agency
focused on design, strategy, and marketing.
We help brands by improving the way they
think, communicate, and execute.

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