

A photograph of two business professionals, a woman on the left and a man on the right, sitting at a white tiled table. Both are looking down at their smartphones. The woman is wearing a white short-sleeved shirt and a gold necklace. The man is wearing a white long-sleeved shirt and a dark tie. The background is dark and out of focus. The text 'Positioning & Engagement' is overlaid in the center of the image.

# Positioning & Engagement

# Agenda

1. Introductions
2. Value Proposition
3. Mission and Values
4. Positioning & Key Messages
5. Social Impact
6. Internal Engagement
7. External efforts





**Mónica Talán**

- Leads communications at Vrio - which includes DIRECTV Latin America and SKY Brasil
- Previously consulted with startups and spent a year at Genius Plaza, ed-tech startup focused on democratizing education
- Formerly led comms at Univision and ADT.



**Jane Randel**

- Social impact advisor and co-founder of Karp Randel, a consultancy designed to help corporations, foundations and individuals achieve their business and personal goals while making positive impact on society.
- Formerly Corporate Communications executive at a fashion company.
- Co-founder of an international domestic violence and sexual assault awareness and prevention organization called NO MORE.

# Value Proposition

## Positioning statements that answer five key questions:

1. What do you offer? What problem do you solve?
2. Who is your target audience?
3. What are their key pain points?
4. What are key benefits for this audience?
5. Why you?

Examples of great value propositions:

**UBER**

The Smartest Way to Get Around

**themuse**

The best place to research companies and careers

*MailChimp*  
Send Better Email

# Mission Statements

**UBER**

Bring transportation — for everyone, everywhere.



**Our mission:** to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

**# slack**

Making work simpler, more pleasant, and more productive.

*MailChimp*

Help small businesses be successful.

**LinkedIn**

**Connect the world's professionals** to make them more productive and successful.

**themuse**

Connecting people and companies on a more authentic level.

# Value Proposition and Mission

Why do they matter



Defines direction



Helps formulate strategy



Creates internal culture and drives employee engagement

# Positioning & Key Messages

Positioning and key messages are important as you look at building your brand.



Critical tools to tell your story better, more consistently.



Provide a baseline for talking about your company - ensuring consistency across channels and for your employees.



Allow you to deliver on your value proposition, values, brand promise and across all touchpoints with messages that speak to the right audience.

# 10 Principles of Social Impact



It should be **AUTHENTIC**



It should speak to your **BUSINESS PURPOSE**



It should be **MEANINGFUL** to internal and external stakeholders



It should make **MEASURABLE IMPACT** -if not initially, than over time



It should be **EASILY COMMUNICATED** and accessible



It should address issues you are **UNIQUELY POSITIONED** to address



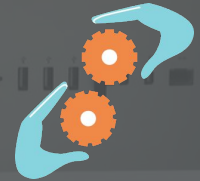
It should reflect the **DIVERSITY** of your organization



It should be a **NICHE** you can own -even in a "crowded" space



It should demonstrate a **TRUE COMMITMENT** of time, money, people or other resources



It should be something that is open to **COLLABORATION**



# Employee Engagement

“ If you hire people just because they can do a job, they'll work for your money. But if you hire people who believe what you believe, they'll work for you with blood and sweat and tears.”

*Simon Sinek, Start With Why*

- Engaged organizations have been proven to be 22% more profitable than unengaged ones, while businesses where the majority of staff are engaged consistently return over 24% to shareholders.
- Create understanding around value proposition, mission, values and goals from day one - this is how you create a culture
- Be transparent - without causing fear or creating false expectations
- Listen to your employees - use surveys and other ways to listen and let them know you have
- Celebrate wins and say thank you

A woman with long dark hair, wearing a light blue t-shirt and denim shorts, is standing in front of a chalkboard. She is gesturing with her hands as if presenting. The chalkboard has a calendar grid with days of the week (M, T, W, T, F, S) and some handwritten text. The scene is displayed on a large computer monitor. The monitor is on a wooden desk. To the left of the monitor are two small potted plants. To the right is a white pen holder with a pen. In the foreground, there is a white keyboard, a hand holding a black pen, and a grey folder. The overall scene is a workspace or office environment.

# B2B & B2C Outreach

# Marketing



**B2B**

- a. Thought leadership opportunities
- b. Direct Outreach
- c. Content strategy
  - i. Blogs
  - ii. Social Media - LinkedIn

# Social Media

## Most Popular Social Media Platforms in 2021 (in Millions)



# Social Media Presence

What makes a brand's social presence stand out

What **marketers** think

1. Creative

2. Memorable

3. Impactful

4. Unique

5. Interactive

What **marketers** think

1. Creative

2. Memorable

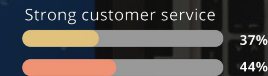
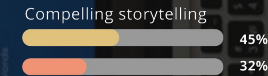
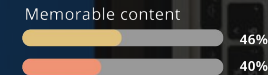
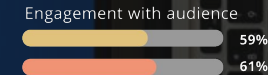
3. Impactful

4. Entertaining

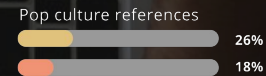
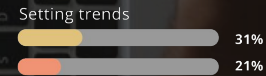
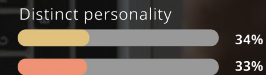
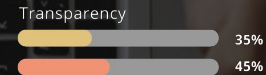
5. Unique

What makes a brand's social best in class

What **marketers** think



What **marketers** think



# Marketing



Identify your target audience and define your goals



Leverage your website  
a/ SEO and SMS  
b/ Contact info



Email marketing



Influencer outreach and ambassador programs



Strategic alliances  
Sponsorships  
Co-op marketing

# Earned Media



**B2C**

- i. Developing relationships in a digital world
- ii. Have stats and data
- iii. Build your story
- iv. Tools like HARO or Muck Rack
- v. Follow and engage with reporters via LinkedIn

A photograph of a desk setup featuring an Apple iMac, a silver laptop, a white keyboard, a mouse, a desk lamp, and a smartphone. The iMac screen displays a desktop with many icons and a window open. A small sign on the desk reads "NEVER SETTLE". The text "Thank you!" is overlaid in the center of the image.

**Thank you!**



# Additional Resources



- [Social Insider](#)
- [Social Sprout](#)
- [Social Media Today](#)
- [Entrepreneur](#)
- [Forbes](#)
- [PR Article](#)
- [Startup Nation](#)
- [MIT Sloan Management Review](#)
- [Tech.co](#)
- [Startup CEO Podcast](#)