

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 red tie. The background is dark and out of focus.

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





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- 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



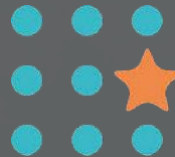
It should be **EASILY COMMUNICATED** and accessible



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



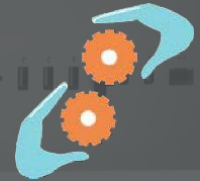
It should reflect the **DIVERSITY** of your organization



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) and some handwritten notes. The scene is displayed on a computer monitor on a wooden desk. The desk also has a keyboard, a mouse, a pen holder, and some potted plants.

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

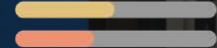
What marketers think



Engagement with audience



Memorable content



Compelling storytelling



Strong customer service



What marketers think



Transparency



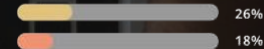
Distinct personality



Setting trends



Pop culture references



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



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](#)