

# Corporate Positioning

## Assemble the building blocks to your corporate positioning

<b>Company Name</b>	You may have one company name, or a parent company, subsidiaries, or divisions. This exercise works perfectly well for divisions that need to establish an image consistent with the corporate position but that also needs to establish its own messages.
<b>Domain Name</b>	Anyone who's tried to secure a domain name understands the difficulties these days in being able to acquire a name that ties closely in with the company/division name. Do not wait until all other details are set in concrete before undertaking this step.
<b>Corporate Logo</b>	Resist the temptation to give your graphic designer your own sketches to 'improve' upon. But do think about giving design directions, such as preferred colors, desired style (contemporary, traditional etc.). Provide guidance for the Corporate Design Guidelines below.
<b>Company Tag Line</b>	Coming up with one tag line is essential. But it's not your only choice. Many companies make the mistake of crafting one tag line that is meant to fit every situation. That is not our recommendation. Create a tag line that works for your company/division for its current stage of development, and be prepared to update it as your business grows. Alternatively, if you're in charge of the corporate tag line, make sure that you give sufficient leeway to divisions to establish a credible, pointed tag line of their own.
<b>Corporate Design Guidelines</b>	You're working on a full-color logo, but you need to prepare for the cases where you can only use black & white print/display. What goes? Reverse print? Gray scale? You decide, but you must document and share the guidelines with everyone involved in graphics design throughout your company, and don't forget to let your partners know as well.
<b>Business Purpose</b>	This is a one sentence statement – focus is key.
<b>Market Focus</b>	How many industry segments are you going to market to? Describe each segments' attributes.
<b>Business Attributes</b>	Some may think of this section as an easy one to fill out but it won't be if you do it correctly. Please do not write "provide superior customer service" – do you know of any company who does not say that? Not only do you need to write down what makes your business successful, but you also need to keep in mind what differentiates you from your competitors. Now that you have the picture clear, go at it.
<b>Strategy</b>	Here's where you'll put down your answer to How?
<b>Customer Focus</b>	You thought you already had that down with your answers in Market Focus did not you? You're close, but that's not granular enough. Take Healthcare for instance as a market focus. Who in Healthcare are you focusing on? The chiefs of surgery? The hospital administrators? The billing department? Here you need to identify the people that you want to reach, and you need to know exactly what will make them pay attention to you.
<b>Positioning Objectives and Primary Messages</b>	If you're running a diversified business, i.e. you're not a one-product or one-service company, you have a number of messages to craft. First, you need to create one for the company as a whole. We have examples of primary and secondary messages that could help you in your own efforts. The beauty of this exercise, if done right, is that you now can easily see where the different messages can help you in your marketing efforts. You'll get all your arguments for your direct mail and internet campaigns, your advertising, your customer and employee communications and more. Send an email to <a href="mailto:brigitte@turfbuildermarketing.com">brigitte@turfbuildermarketing.com</a> and ask for a sample.