

# Download Messaging And Positioning Guide

Positioning and Messaging Guide. What do you think of when you hear UCSF School of Pharmacy? That thought, or impression, is the School's brand. It's expressed through a visual identity of specific colors, logos, typography, and graphic design, as examples. It's also expressed through specific words and phrases known as positioning and ...This article covers the essentials of strategic communication. The goal is to explain why it is critical that companies understand strategic messaging and positioning. In addition, we will discuss...Your messaging guide need not tell us that your company has 37 lines of business, all award-winning, all led by seasoned experts, all offering unrivaled revenue generation or cost-savings potential. Your core positioning statement should explain who you are, what you do (in broad terms), how you do it, and how it helps your customers. Messaging and positioning. To a first approximation, messaging is the expression of positioning; and the way you know whether positioning is good is whether good messaging naturally flows from it. So it's natural to conflate the two. But let's focus for once on positioning itself. I think positioning boils down to: