

Marketing *Strategy Definitions*

MISSION

A brief description of a company's purpose, goals, and values.

VALUES

The principles by which a company aims to operate.

VISION

A concise statement that defines a company's mid- to long-term goals and is used to gain strategic alignment.

POSITIONING

The single-minded, relevant, differentiated space the brand wants to own in the minds of customers over the long-term.

VALUE PROPOSITION

The outcome a product/service delivers from the perspective of a specific customer segment for a specific period of time.

MESSAGES

Information or evidence points tailored for a priority customer segment that help convey the value proposition.

REASONS TO BELIEVE

The primary message points or evidence that supports why the brand is able to deliver the solution, ideally in a way that is differentiated from other competitive alternatives.

BRAND ARCHITECTURE

A construct used by marketers to help guide and align what a brand says and does across different groups of customers. It serves as a beacon for strategies, tactics, materials, innovation, and other activities.

BUSINESS OBJECTIVE

The worthwhile result or goal the business wants to achieve. Typically, it's a statement written in S.M.A.R.T. format, that is, specific, measurable, actionable, relevant, and time-bound.

STRATEGY

The central, integrated, externally-oriented concept of how a company will achieve its business objectives.

TACTICS

The specific actions and activities that a company takes to execute or operationalize its strategy.