

## What is a Marketing Statement?

A marketing statement tells the reader the “who, what and how” of your company’s plan to achieve its mission. You typically include marketing statements in business plans and executive summaries. They may also appear in sales and marketing documentation and training media.

### Mission Statements and Marketing Statements

A mission statement generally provides a short, concise summary of the overall objective of the company or organization, such as “To become the world’s leading supplier of automatic widgets.” A marketing statement goes on to the next step, describing how this mission is to be achieved. It usually answers three questions: who is the target market, what is the company’s product and how is the market to be served. A marketing statement for a widget manufacturer might be along the lines of: “We will create a demand for our cutting-edge automatic widgets by saturating the Internet with verbal and video presentations aimed at middle-aged, low-income consumers — our target market”

### Developing the Statement

Because the marketing statement is intended to clarify to the audience the desirability of a product or service to a specific target market using particular marketing methods, the statement may be expanded from a one-liner to a paragraph or more. It can describe what makes the product unique (competitive advantage), how it will benefit the consumer (customer base or niche market) and how the marketing and promotion approach will achieve the desired results.

### Using the Statement

The marketing statement defines the company’s approach to selling its product, so, in addition to its presence in the business plan, the statement is useful to remind the sales staff of what they are trying to achieve and how.

Source: Michael Holt