POSITIONING · NARRATIVE · MESSAGING

Where you stand, the story, then the words.

Positioning is decided once. The narrative makes it land. Messaging changes with every audience and channel.

Positioning

WHERE YOU STAND

THE DECISION

For SOC directors drowning in alerts, [Product] is the security operations platform that ranks threats by real risk. Unlike tools that collect everything, it tells your team what to do first.

Narrative

THE STORY THAT MAKES IT LAND

THE ONE-PAGER

The Call · The Quest · The Reckoning · The Breakthrough · The New World. Five sections, about 50 words each.

Messaging

THE WORDS, BY CHANNEL

WEB HEADLINE

Start every shift with the five threats that matter.

BOOTH

Ask me how to cut your alert queue.

CISO

Walk into the board meeting with answers.