

POSITIONING & MESSAGING STRATEGY

JEB Commerce - USP & Messaging Strategy

Affiliate marketing positioning / messaging architecture

Turning a complex service into a set of commercially meaningful positioning territories.

THE BRIEF	Develop alternative propositions for JEB Commerce in a highly competitive outsourced affiliate-management market, with a particular focus on incremental revenue, accountability, partner performance and client time.
MY ROLE	Positioning strategy · USP development · Messaging architecture · Benefit/evidence mapping · Headline concepts
AUDIENCE	Senior eCommerce and affiliate marketing decision-makers evaluating an OPM partner.
APPROACH	Identify six credible benefit territories, connect them to JEB's systems and operating model, and then develop multiple proposition and headline routes around the strongest commercial themes.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger positioning and messaging strategy project. The extracts have been chosen to demonstrate the strategic approach, development of alternative propositions and style of the copy without reproducing the complete project.

01 / STRATEGIC EXTRACT

Define the strategic territories

The work moves from operational capabilities to outcomes a senior marketer can value - incremental revenue, transparency, performance, partner quality and saved management time.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Delivering Incremental Revenue

JEB have refined, developed and tested their 6-Step Customer Success Map, which encompasses 36 separate processes and activities.

Transparency and accountability

JEB has the experience and expertise to identify underperforming affiliates, and virtually eliminate undue commission payments.

Save time and remove the hassle

JEB Commerce take care of everything... So, you can focus on the bottom line and ignore the day-to-day details.

END OF COPY EXTRACT

THE THINKING BEHIND THE WORK

The value here is not simply the finished headline. It is the process of identifying alternative customer-value territories, linking each promise to a credible reason-to-believe, and turning the strongest routes into market-facing propositions that can be compared and tested.

02 / STRATEGIC EXTRACT

Translate strategy into market-facing language

The propositions deliberately link a customer outcome to the mechanism that makes it credible.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Driving incremental revenue through a comprehensive 36-point affiliate management system

Creating an affiliate channel that compliments (not compromises) your eCommerce performance.

Transparent affiliate management for marketing experts

That puts you in control, keeps your affiliates 100% accountable, and respects your time.

Introducing a new standard for affiliate performance management

The JEB Commerce 6-step Client Success Roadmap.

END OF COPY EXTRACT

THE THINKING BEHIND THE WORK

The value here is not simply the finished headline. It is the process of identifying alternative customer-value territories, linking each promise to a credible reason-to-believe, and turning the strongest routes into market-facing propositions that can be compared and tested.