

Questions for Picking a Positioning Strategy

1. Product Attributes. What benefits do you offer? Are they innovative?
2. Price/Quality/Value Equation. Consumers tend to let price be an indicator of quality. In most cases it is true that what you pay a little more for comes with benefits that make it worth the price. Value is whether those benefits are important to you. What perception might your customers already have of you? What would you like them to see?
3. Against a Competitor. How do you compare? Should you play up certain areas?
4. Specific Uses. One good way to encourage people to remember your product/service is to give them clues about when and where to use it. Give specific examples.
5. Response to Customers' Needs. Find a problem that your competitor has not addressed and engineer a solution. Let the world know, and you have a successful "response to customers' needs" strategy.
6. Product User/Usage. Use celebrity endorsements. Or encourage a certain activity, then encourage users to our place and services to engage in it.
7. Product Superiority. Do you have products or services that stand out from similar offerings?

How to Pick the correct one

1. List the possible wants or needs you can satisfy with your customers.
2. List your competitors.
3. Find out why your customers buy.
4. Identify the positions held by your competitors.
5. Find the unoccupied positions. (Best areas for opportunity)
6. Evaluate the gaps found.
7. Choose a strategy.
8. Adapt the marketing mix to the strategy.
9. Design the advertising campaign to communicate the positioning.
10. Learn and grow. Monitor the changes that take place as you promote the position.