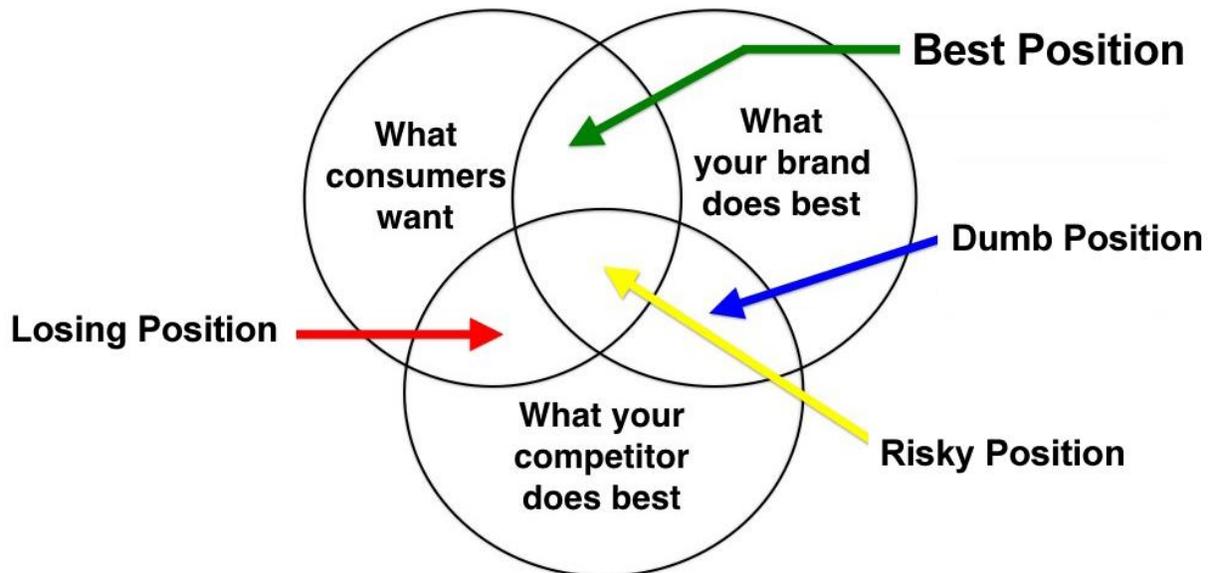


POSITIONING STATEMENT

How Does Your Brand Fit in With Positioning?

Positioning is a marketing strategy to make your brand occupy a distinct position, relative to competing brands. You can apply this strategy either by emphasizing the distinguishing features of your brand (what it is, what it does and how) or to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end). This is also called product positioning.

Positioning Statement for Your Brand



What is a Positioning Statement?

Your positioning statement helps you to communicate effectively with your desired target audience or customer avatar. Develop your positioning statement to help product, marketing and sales become aligned.

Your positioning statement explains how your product or service fills a particular need in a way that your competitors don't. You achieve this by identifying your

market niche for your product or service. You'll need to **meet and talk to real prospects** to know what their problem is, how they feel about it and what they currently do to try and solve it.

With customer discovery, the best way is in person by meeting prospects by networking at events, inviting them to meet, second over the phone or a distant third from discussions in groups, blog comments, forums and social media.

How to Create Your Positioning Statement for Your Brand

To position your product or service, answer the following strategic questions in the table below about your market and your products or services. Example:

- ◆ **What is your product or service?** Workshops and socials in 2017 at The Tribe
- ◆ **Who is your target audience or “tribe”?** Social impact / tech startups and entrepreneurs
- ◆ **What is your audience problem which needs a solution?** Identify the problem-solution fit, validate your business and marketing outsourcing to grow your business.
- ◆ **What are the unique and differentiation features of your product or service?** Workshops include speakers and trainers with real industry experience. Socials connect social impact tech startups with investors and service providers.
- ◆ **What are the benefits (“gifts”) of your product and service?**
 - 1) Tech startup collaboration space with ample parking, 2) affordable for social impact / tech startups at the incubator phase and 3) key organizer has experience in social impact, technology and private capital.

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