

Competitive Positioning

Strategy for Building a Competitive Advantage and Owning Mindshare in the Marketplace

The easiest way for a mid-market company to improve the results of all of its marketing and sales activities is to:

- Clearly define its positioning and brand strategy
- Ensure that all market-facing activities are aligned to them

Positioning and branding are the staples of product marketers' strategies at big companies. Yet 35 years after Jack Trout and Al Ries explained how positioning affects markets, mid-market companies are still struggling to define their positioning and strategy for their brand.

Competitive positioning is about simplifying and focusing on your essence, to create a unified brand and earn mindshare of the market. It's entirely strategic, and will uncover:

- The mindshare you currently own
- The mindshare you desire to own
- Your market's true pains
- Your ability to resolve those pains
- Your dominant competitive advantages
- Your true purpose
- Your strategy for your brand, including your brand personality, what your brand should mean to the market, your brand promise, and your brand story

ASSESSMENTS USED:

The Owning Market Mindshare Program by Marketing MO.

CERTIFICATIONS:

I'm a licensed partner of Marketing MO and work closely with the company co-founder, Jim Sagar.



What I Can Do for You:

By clearly defining your positioning and brand strategy, you'll have a strategic roadmap that can guide your creative, copy, campaign designs, and media selection. This aligns your tactics to your high-level business strategy to support your company's long-term goal.

You'll find that it enables you to:

- Beat your competition
- Profitably increase your market share
- Increase the ROI of your marketing and sales investments
- Influence your market using the same strategy as the Fortune 500
- Create profitable growth that is transferrable to ownership