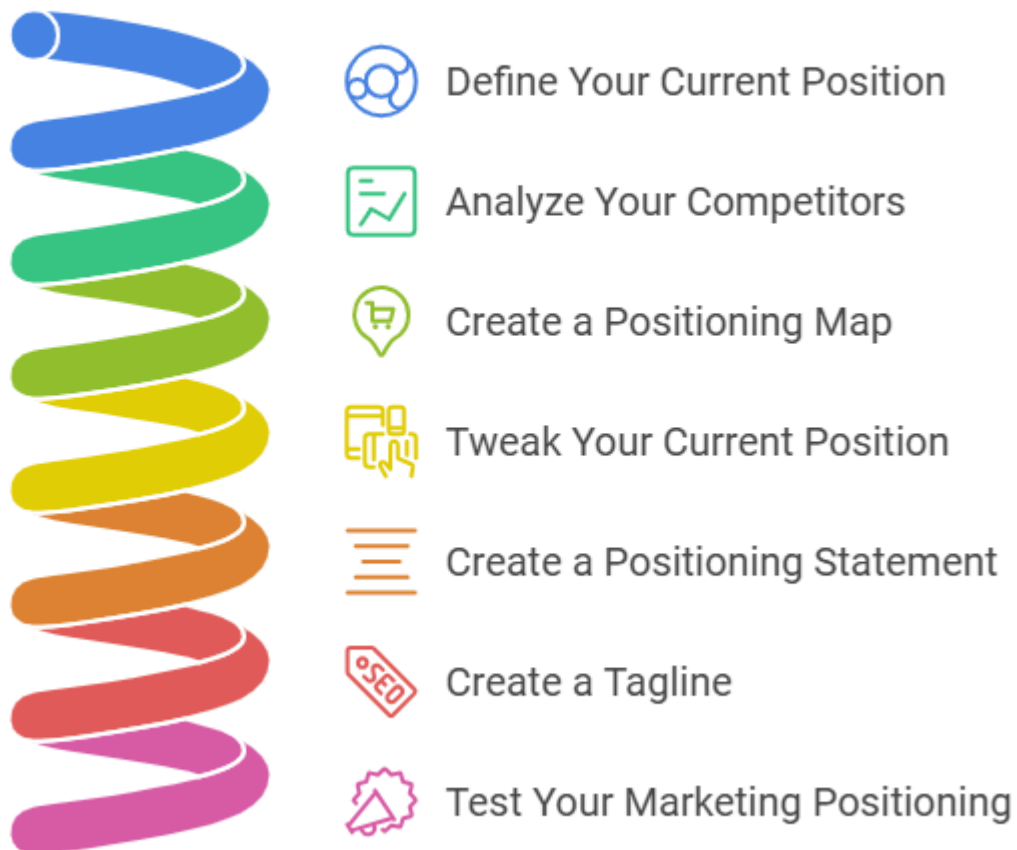




Building an Effective Positioning Strategy

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Building a strong brand position is essential for success. It's about defining how you want to be perceived by your target audience. This infographic outlines the key steps: define your current position, analyze competitors, create a positioning map, tweak your strategy, and craft a compelling tagline. Test and refine your position to achieve lasting success.

Also Read: [Types of Positioning In Marketing](#)

Our infographic outlines a step-by-step process:

1. **Define Your Current Position:** Start by assessing your current brand perception. How are you currently perceived by your target audience? What are your strengths and weaknesses?
2. **Analyze Your Competitors:** Conduct thorough research on your competitors. What are their strengths and weaknesses? How are they positioned in the market?
3. **Create a Positioning Map:** Visualize your position relative to your competitors using a positioning map. This will help you identify gaps in the market and opportunities for differentiation.
4. **Tweak Your Current Position:** Based on your analysis, determine if you need to adjust your current position. This might involve refining your messaging, targeting a new audience, or repositioning your brand altogether.
5. **Create a Positioning Statement:** Develop a concise and impactful positioning statement that clearly articulates your unique value proposition.
6. **Create a Tagline:** Craft a memorable tagline that encapsulates your brand's positioning and resonates with your target audience.
7. **Test Your Marketing Positioning:** Continuously monitor and evaluate your positioning strategy. Make adjustments as needed to ensure it remains effective and relevant.

Read More: [What is Positioning in Marketing](#)