



# RAMA UNIVERSITY

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## E-Content BBA402- Marketing Management

Lecture 15- Positioning strategy implementation.

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# Implementing a Positioning Strategy

- How can each part of the marketing mix fulfill the positioning statement?



# Product

- Is your product, service, or brand capable of delivering everything your positioning statement claims?
- Are any competitors doing it better than you?
- How should you adjust your offering to ensure that it lives up to the promises?

# Price

- When it comes to pricing, how are you positioning your offering relative to competitors?
- If pricing is part of your positioning strategy, is your offering well aligned with the price you're asking customers to pay?
- What pricing strategies should you consider in order to compete more effectively?



# Place

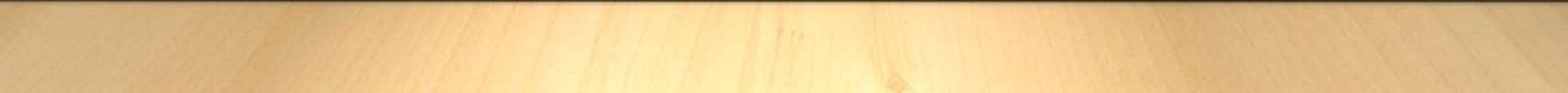
- Are any distribution-related themes like convenience or availability part of your positioning strategy or competitive advantage?
- If so, what are you doing to ensure that you can live up to what you promise?
- How are you communicating your new positioning approach to distribution and channel partners, and how does it impact them?

# Promotions

- How are you translating your positioning strategy into communications with your target audiences?
- What behavioral shift are you trying to create as you launch your new positioning?
- What types of campaigns will you use to introduce the new positioning?
- Which communication tools will be most effective at reaching target audiences?
- What are you doing to coordinate marketing messages and activities across different channels?



# Measuring Implementation

- Sales/revenue
  - Number of new/returning customers
  - Average spending per transaction
  - Brand/product awareness or perceptions
  - Favorability toward product/service/brand
  - New leads or inquiries from inside and outside your target segments
  - Web site traffic or social media “buzz”
  - Media attention
  - Customer Satisfaction
  - Return on investment for marketing campaigns and other activities
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# Practice Questions

What is the difference between a feature and a benefit?



# Quick Review

- What are positioning and differentiation, and why are they important to marketing a product or service?
- What is the process of selecting a positioning and differentiation strategy?
- How do marketers develop and evaluate positioning statements based on defined criteria?
- How do marketers reposition products or services? What are the associated risks and complexities?
- What is the process of implementing a positioning strategy?