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Types of Positioning

A positioning strategy depends on many factors which include current market conditions, your product, USP of your product, competitors, their products and the USPs of their products. Marketers plan of how they want their product to be seen by the customers in future also plays a vital role in deciding which type of positioning strategy to choose.

While there are numerous position strategies in marketing to choose from. The task for the marketers is to complement their promise to the product features they have to offer.

Value-Based Positioning

Value-based brand positioning strategy positions the brand based on the value the customers get on buying or consuming the brand's offerings.

In simple terms, this type of brand positioning is chosen to position the brand based on its value proposition.

This value often relates to the customer-centric tangible benefits like getting the work done, making things easier, etc.

A perfect example of a company using the value-based positioning is DuckDuckGo – the search engine which doesn't your data, unlike Google.

Features-Based Positioning

When the competition is huge and the products are similar, companies usually position their products by focusing more on product-specific features like price, quality, or other micro features depending on the product sold. This type of positioning strategy is also called USP-focused positioning and is often seen in the mobile industry.

Problem And Solution Based Positioning

Most of the brands focus on positioning their products as a one-stop solution for a specific problem. They pinpoint the pain areas and the challenges the consumers face in their communication and other marketing strategies and mend it into promoting their product.

Lifestyle Positioning

By positioning itself as a lifestyle brand, a brand tries to sell an image and identity rather than the product. The main focus is to associate the brand with a lifestyle and focus is more on the aspirational value than the product value. Cigarette, Alcohol, and Tabacco companies are often seen to use lifestyle positioning while marketing their products.

Parent Brand Driven Positioning

This positioning strategy aims at establishing a brand promise and a reputation of the parent brand. All the products and sub-brands under the parent brand seem to comply with the established promise.

Experience-Based Positioning

Experience-based positioning refers to positioning the offering based on the experience the customer gets while buying or consuming it.

The main focus is on to developing a unique experience for the customer which differentiates the offering from the competition.

Restaurants, hotels, and other service-based operators use this type of brand positioning strategy.