LECTURE-29

How To Create A Strong Brand Positioning Strategy?

Before you decide your brand positioning, ask yourself these three questions.

- What does **my customer** want?

- Can I **promise** him to deliver it better and/or **differently than my competitors**?

- **Why will they buy** my promise?

What Does My Customer Want?

Not everyone in the market is your customer. You need to divide the market into 'my customer' and 'not my customer'. This way, it'll be easier for you to know what exactly is your customers' wants are.

The division should be followed by you trying to be in your customers' shoes. A good businessman speaks in the voice of the consumer.

Your research should not be based on secondary data. You should go out and look for what the customer actually wants, make the product fit those wants, and they'll buy it.

Be Better And/Or Different

If it's not just you who is in the market, you've got to find a way to deliver your promise better and/or differently than your competitors. Make a brand which has a recall, which comes to the customer's minds when they hear about the particular product category or the feature you're offering. Every time I hear about girls being attracted by a deodorant, I get an image of Axe deodorants in my mind.

Give Them A Reason To Buy Your Promise

Your promise should be one of the factors they consider while buying the product. Use this trick

- Decide your product
- List its various characteristics
- Do research, and
- Divide the characteristics into essential and add-ons.
- Select only those categories, be it essential or add-ons, which customers consider while making a purchase. (E.g. aesthetics, fragrance, taste, shape, cost, etc.)
- Find out what among these categories can you provide better than the competitors.
- Whatever you decide, don't lose your focus from the essential characteristics. (E.g. Taste will always be most important characteristic which a customer consider while buying a food product)
- Provide your unique feature along with the essential characteristics.