

# Introduction to positioning of products

Product positioning is where your product fits in the marketplace. Company has the opportunity to guide it, but customers will make up their minds about what your product really means to them. The goal of product positioning is to resonate with your customers. It's about explaining what your product is and where it is going. There are many different factors that can affect your ability to position the product the way company would like. The key factor is what customers experience when they use your product and interact with your company. Every touch point with your company reinforces your positioning or destroys it. Here are other influences:

- What your customers actually need and want
- Situation in market: competitors and their positioning
- What key influencers say about your product
- The channels you use to communicate about your product

## **Examples of Product Positioning**

Variety: The gift shop with the most variety and selection in the city.

Health: a restaurant that focus on healthy and unique ingredients that feel nutritious.

Safety: a mid-priced family car that positions itself as the safest on the market with safety features more commonly seen in luxury cars.

Demographics: a brand known for outlandish styles of shoes designed to appeal to women in their early 20s.

Performance: a personal computer that is designed to have the fastest performance on the market at its launch.

Efficiency: furniture designed to optimize the space in a tiny apartment.

Reliability: a car with a reputation for reliability.

Quality: tissue paper that is slightly better quality than that other major brands on the market.

Price: a backpack with reasonable quality and the lowest price on the market.

Image: a line of running shoes promoted by a popular athlete.

Knowledge: a consulting firm with a small team of machine learning experts who are each recognized in the IT industry for their know-how.

Problem Solving: a security appliance that is known for its ability to stop a wide range of information security threats including zero-day exploits.

Preferences: a brand of soap formulated to be extremely mild with a brand name, visual branding and advertising designed to suggest a mild and pure image.

Sustainability: a renewable energy company known for its positive impact on the environment and communities.

Status: a brand of wristwatch known for its brand legacy, quality and high prices.

Subcultures: a fashion brand that appeals to normcore customers.

Aesthetics: a brand of cosmetics that appeals to a cute aesthetic that is popular with a particular target market.

Privacy: a social network designed with features that protect customer privacy.