

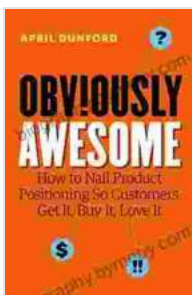
# How to Nail Product Positioning So Customers Get It, Buy It, Love It

Product positioning is the process of creating a clear and concise image of your product in the minds of potential customers. It's about defining what your product is, what it does, who it's for, and why it's different from the competition.

Effective product positioning can help you:

- Increase brand awareness
- Generate leads
- Drive sales
- Build customer loyalty

In today's competitive market, it's more important than ever to have a strong product positioning. Customers are bombarded with marketing messages from all sides, so you need to make sure your message stands out from the crowd.



## Obviously Awesome: How to Nail Product Positioning so Customers Get It, Buy It, Love It by April Dunford

★★★★☆ 4.6 out of 5

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If you can't clearly and concisely communicate what your product is and how it benefits potential customers, they'll move on to the next option.

Effective product positioning can help you:

- Stand out from the competition
- Attract your target audience
- Increase sales
- Build a strong brand

There are a few key steps you can take to nail product positioning:

1. **Define your target audience.** Who are you trying to reach with your product? What are their needs and wants? Once you understand your target audience, you can tailor your positioning messaging to appeal to them.
2. **Research the competition.** What are your competitors doing? How are they positioning their products? What are their strengths and weaknesses? This information will help you identify opportunities to differentiate your product and position it in a way that appeals to your target audience.
3. **Develop a unique value proposition.** What makes your product unique? What benefits does it offer that your competitors don't? Your

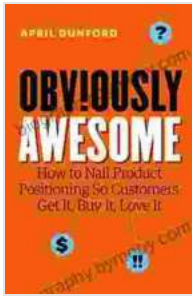
unique value proposition should be the foundation of your product positioning messaging.

4. **Create a memorable brand name and logo.** Your name and logo are two of the most important elements of your product positioning. They should be memorable, relevant, and easy to understand.
5. **Develop a marketing campaign that supports your product positioning.** Your marketing campaign should be designed to reach your target audience and communicate your unique value proposition. Use a variety of marketing channels, such as advertising, public relations, and social media, to get your message out there.

Here are a few examples of effective product positioning:

- **Apple:** Apple positions its products as being stylish, innovative, and easy to use. This positioning has helped Apple to become one of the most successful companies in the world.
- **Nike:** Nike positions its products as being designed for athletes who want to perform at their best. This positioning has helped Nike to become one of the leading sportswear brands in the world.
- **Tesla:** Tesla positions its products as being environmentally friendly and high-performance. This positioning has helped Tesla to become one of the most successful electric car companies in the world.

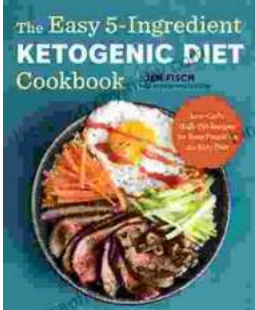
Product positioning is a critical element of marketing. By following the steps outlined in this article, you can nail product positioning and create a strong brand that will attract customers and drive sales.



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