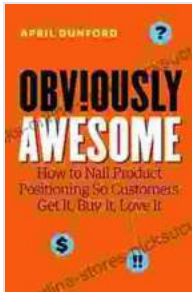


# How To Nail Product Positioning So Customers Get It, Buy It, Love It



## 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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Product positioning is the process of creating a clear and concise image of your product in the minds of your target customers. It's about understanding who your customers are, what they need, and how your product can solve their problems.

When you have a strong product positioning strategy, it will help you to:

- Attract more customers
- Increase sales
- Build a loyal following of fans

There are three key elements to developing a successful product positioning strategy:

1. **Target market:** Who are you trying to reach with your product?
2. **Value proposition:** What makes your product unique and valuable?
3. **Competitive advantage:** What sets your product apart from the competition?

Once you have a clear understanding of these three elements, you can start to craft a product positioning statement that will resonate with your target market.

Here is a step-by-step guide to developing a product positioning statement:

1. **Start by defining your target market.** Who are you trying to reach with your product? What are their demographics, psychographics, and buying habits?
2. **Identify your value proposition.** What makes your product unique and valuable? What are the benefits that it offers to your target market?
3. **Analyze the competition.** What are other products that are similar to yours? How do they position themselves in the market? What are their strengths and weaknesses?
4. **Develop a competitive advantage.** What sets your product apart from the competition? What makes it unique and desirable?
5. **Craft a product positioning statement.** Your product positioning statement should be a clear and concise statement that summarizes the key benefits of your product and how it is different from the competition.

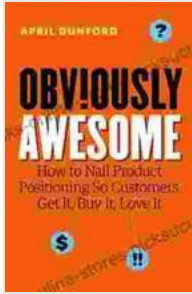
Once you have developed a strong product positioning strategy, you can start to communicate it to your target market through your marketing and advertising campaigns.

Here are some tips for communicating your product positioning:

- **Use consistent messaging.** Make sure that all of your marketing materials, from your website to your social media posts, are consistent with your product positioning statement.
- **Highlight your value proposition.** Make sure that your target market understands what makes your product unique and valuable.
- **Differentiate yourself from the competition.** Emphasize the features and benefits that set your product apart from the competition.
- **Use testimonials and case studies.** Testimonials and case studies can help to build credibility and trust with your target market.
- **Track your results.** Use analytics to track the results of your marketing campaigns and make adjustments as needed.

By following these tips, you can develop a strong product positioning strategy that will help you to attract more customers, increase sales, and build a loyal following of fans.

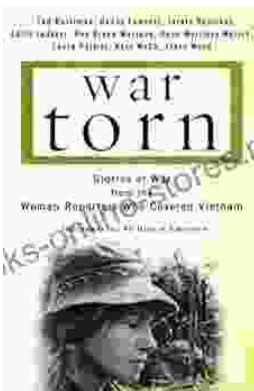
Product positioning is a critical part of marketing your product. By developing a clear and concise product positioning statement, you can communicate the value of your product to your target market and differentiate it from the competition. By following the tips in this article, you can develop a successful product positioning strategy that will help you to achieve your business goals.



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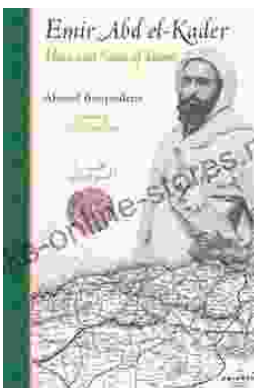
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