



Positioning your brand

Don't underestimate the power of a well-crafted brand positioning statement to differentiate your brand, attract a loyal customer base and increase market share.

Remember a brand positioning statement is for your internal use only. Its purpose is to help you make key marketing and brand decisions.

Here are 12 things to ask yourself when creating your brand positioning:

1. Does it differentiate your brand from your competitors
2. Does it identify your brand's unique value to your customers
3. Does it match current customer perceptions of your brand
4. Will it enable your brand to grow
5. Does it focus on your 'core' customers
6. Is it memorable
7. Is it positive
8. Is it motivating
9. Does it convey a clear unique positive image in your mind of your customers that is different from other products or service in the marketplace
10. Is it easy to understand
11. Is it believable and credible
12. Does it position your brand for long-term success