

Three c of successful the positioning strategy marketing essay



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Based on the research, the three C's are vital in the positioning strategy. The three C's are referring to the channel, customer, and the competitor. Thus, the positioning strategy requires a thorough understanding of the company customers, the competition and the channel. The basic approach of positioning is not to create something new and different, but to manipulate what's already up there in the mind, to retie the connections that already exist.[1]Regarding to the positioning strategy, here's is the question during the positioning process. What pressing problem does the company's product solve? How is your prospect solving that problem today? What specific benefit does the company's product deliver? Why your product better than other competitive products? and the most important question is what makes the company's product unique in a way that is relevant to the company's prospect? While the company is answering the question, the company is on the way to successful positioning strategy through the three C's.

The customers

Because a business exists to serve customers, the beginning point in developing positioning strategy is customer analysis. The company can't successfully position the product unless the company know to answer this basic question: " what is the target customer's most pressing problem?". The customer is king in positioning. The company should be identifying, documenting and ranking customer problems. This three steps are considering the most critical steps in the positioning process. From the customer prospective, the company should understand the customer problem cuts through the clutter. The customers get as many as the marketing messages in the market. Thus, the customers have become

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experts at filtering out the unused marketing messages. What the company can do in order to avoid being filtered out by the customers is have a benefit statement that addresses their primary concern. Nowadays, the customers want the ideal solution for their problem.

The target customers have demographic (structural) and psychographic (behavioural) characteristics that can be displayed. The company should need to refer to the customer profile throughout the positioning process. Thus it is easy for everyone to understand. In the positioning, the psychographic data provides critical insight into what it will take to build awareness and demand of the customers. Without this knowledge, we struggle to develop effective messages in the dark. Demographics are important because they determine the target market since the company can't sell the product for everyone. The demographics also tell the company who to target and the messages product are spread within the market.

Based on the different demographic and psychographic characteristics of the customers, the company should know the customer before to find the right position for the product. The act of ranking customers' problems may have already revealed patterns and stimulated valuable insights for the company's positioning. The company can go right for the bull's eye of the target customer's pressing problem. Thus, the company have a great starting point for brainstorming about how to solve that problem, a good idea of what benefit claim to make, and the company are on the way to finding the right message to express it. The best ways to test the potential positioning statements is to thorough understanding of customer and the company able to objectivity assess whether the positioning statement is

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relevant to the target customers, responds to the customer's biggest problem, builds trust that the company understand the customer's needs and create a sense of urgency.

The competitor.

Differentiation is critical to successful positioning of the company's product. In the marketing classic, " Positioning- the battle for your mind," authors Al Ries and Jack Trout say that knowledge of the competitor's positioning is just as important as knowing the own company. Knowing the strength and weakness of the company's product or the competitors' product can also impact the successful of the positioning. The fundamental purpose of the competitive analysis is to beat the competitor. The company can determine the structure of the industry. In order to understand the competitor, the company should know the competitors' major objective and the current strategy being employed by the competitors to achieve the objective.

The company should always scout the competitors. It is easy to learn how the competitors are positioning their products in the market. The entire positioning products are done in public. Thus, the company can start to reading and analysing print advertisements, marketing collateral and web sites with an eye to deducing the positioning behind the competitors. A positioning statement frequently appears in the first or last paragraph (or both) of an advertisement. Even it will appear in a prominent place on the home page of the website. A good positioning statement should be focused the benefit idea or concept underpinning the executional theme of the advertisements, homepage, brochure and other.

After the company have determined the competitors' positioning, the company should organize the ideas or themes in a table according to the conveyed benefit statement. After that, the company should make use of the positioning maps to determine the position of the product for the competitors and the own company too. The positioning maps can let the company see where the other competitors located. Throughout the research and mapping, the company should spot the opportunities in order to position the products. The company keep a mental checklist of possible opportunities. The company should identify the other competitor whether they solve the customers' pressing problem or not. The company should keep on discovering other things that the competitors missed. In the addition, the company should create a better story for the product so that it will easier attract target customers' attention and the target customers set the product in their minds. The patience and the persistence of the company are the reward for the company with exclusive ownership of what is now an even more valuable position.