



5 Step Guide to

DEFINING YOUR COMPANY'S MARKET POSITION



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INTRODUCTION

One of the first steps in any marketing campaign is to define your company's positioning strategy. Rather than coming across as just another business offering the same stuff, it's best to set yourself apart.

It starts by identifying exactly WHY you exist, WHO you want your clients to be, WHAT solutions you offer, and HOW you provide those solutions.

Sounds simple right? This is an exercise that most smaller companies don't bother spending time on. Many that do, end up cutting corners and using canned, meaningless expressions to describe their company.

This guide outlines the steps to follow and the questions you need to answer. It may not be easy (if you do it right), but it is always time well spent. The more detail you are able to provide, the better you'll be able to differentiate and stand out from the pack.





DON'T WASTE YOUR TIME

This exercise is about crafting thoughtful and specific details about your company that you'll use to tell your story and attract the right customers. You'll need to resist the urge to fall into the "ocean of sameness". Here's what I mean:

Generic terms like "market leader", "best customer service", or "highest quality products" are what everyone else writes about themselves and doesn't really say anything.

A generalized "mission statement" is not a positioning strategy either: "Within the next 5 years, we will be the most recognized industry firm, with a reputation for outstanding work and superior client relationships." Garbage.

Lines like these don't say anything about your company that your prospects care about. Watch your language. Clichés will only serve to bore your audience with more of the same. Do it and this whole process becomes a big waste of time.

Be specific. Be precise. Own a niche. Set yourself apart.



DIRECTIONS

For each of the 5 steps in the pages that follow, use the questions to serve up ideas to write about in each category. Our questions are just guidelines...let the ideas flow.

The goal is to answer the questions with as much detail as possible, coming to understand more about yourself, your company, and where you will have opportunity to succeed.

Each section should result in at least several paragraphs worth of content.

In the end, all this work will culminate into a defining positioning statement. This is your most succinct answer to the question:

What do you do?



1. CURRENT STATE

EVALUATE HOW DIFFERENTIATED YOU ARE TODAY.

Separate yourself from the herd. Avoid the temptation to be all things to all people. Start with where you stand right now.

Who are your biggest competitors?

Who is the market leader?

What makes your company unique?

What are your selling points against them?

Give 1 - 3 sentences about what you stand for and how you differentiate currently.



2. YOUR PURPOSE

**THIS IS THE “WHY” OF YOUR
ENTIRE BUSINESS MODEL.**

Besides profits, why does your organization exist?

What would people miss if you weren't around tomorrow?

Why do you go to work every day and why to clients want to work with you?

What value are you delivering specifically?

What specific problems do you solve?



3. YOUR BEST CLIENT

IDENTIFY “WHO” YOU WANT TO DO BUSINESS WITH

What audience are you hoping to attract?

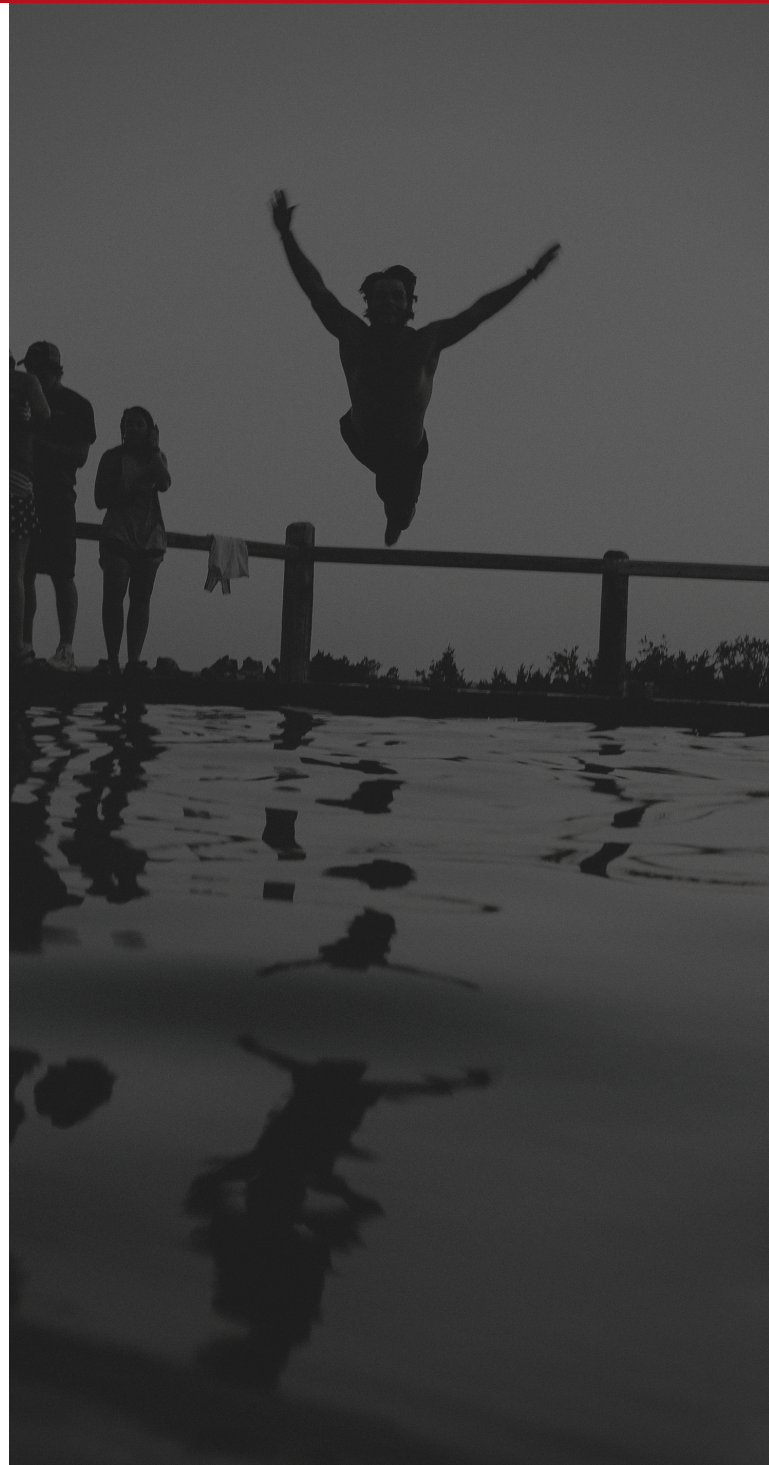
What types of clients have been most successful in the past?

What traits do they have in common?

Which industries, business categories, or market segments do you know best?

What types of clients do you most enjoy working with?

What types of clients do you NOT want to do business with?



4. CORE COMPETENCY

SPECIFICALLY “WHAT” YOU DO FOR YOUR CUSTOMERS

What goods or services do you offer and what are you expert in?

What do you do better than your competitors?

Which of your goods/services provide the most value to your clients?

If you could only provide one good/service, what would it be?

What would your top clients miss the most if your company went away?



5. COMPANY CULTURE

**THIS IS “HOW” YOU OPERATE AND
THE SET OF BELIEFS YOU GO BY.**

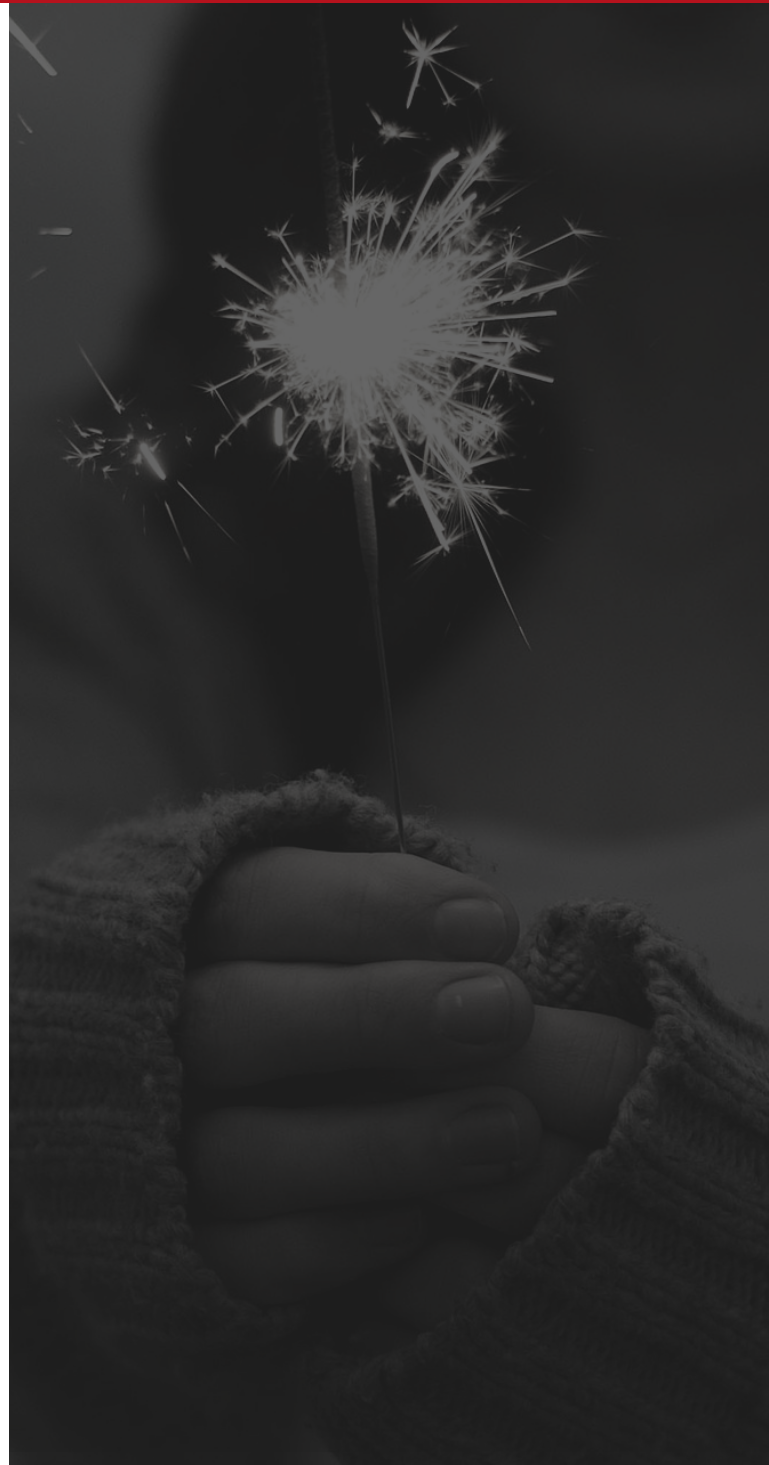
What are the philosophies and methods
you follow to service your clients?

Do you have a unique way of thinking
or any special work processes?

What is the one thing you would never
change about your company?

Will you say "NO" to a prospective client
because of your values and culture?
Reasons?

Regardless of role, what does it take for
someone to truly succeed as an employee
at your company?



CREATE YOUR POSITIONING STATEMENT

THIS SUMMARIZES WHAT YOU'RE ALL ABOUT...
USING EVERYTHING WE'VE DONE SO FAR

Fill in the blanks:

We (provide this good/service/value/outcome “What”) for (this type of customer/company/industry/market “Who”) by (using this kind of approach “How”) because (“Why”)



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HERE'S OURS

**"WE PROVIDE VALUE DRIVEN WEBSITE DESIGN FOR
SALES ORIENTED COMPANIES RUN BY PEOPLE WE LIKE
FOR TWO REASONS:**

**WE DON'T ENJOY WORKING WITH PEOPLE WHO AREN'T NICE, AND
WE BELIEVE THAT SUCCESSFUL ONLINE MARKETING IS NOT A
PROJECT, BUT A PROCESS REQUIRING PLANNING, AGILITY,
DATA-DRIVEN DECISIONS, AND CONTINUAL IMPROVEMENT."**

GOOD LUCK!



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