



Maximize Your Media® Reaching with the Right Message

Positioning Tips

- Don't position yourself on price if you are a high quality provider. You won't be able to maintain a healthy profit margin.
- Find out what your customer really wants to hear from you
- Sell the benefit, not the features
- Create compelling reasons to buy
- Position properly to increase your sales

Positioning answers the questions—

Who are you?

Why should I buy from you?

Positioning your product or service is critical to the success your marketing program. Proper positioning helps determine which media environments are best for the creative message. Every business should try to come up with their unique selling proposition or "USP". Why? It establishes your product in the minds of your customers, increases your awareness level, and breaks through the clutter of competitive messages.

Marketing ABC's - Positioning

Recently, we came across a high-end family owned furniture store in business since 1925. When promoting their store, their ads claim "Solid wood furniture since 1925. Finest quality at lowest prices everyday."

Unbalanced Messages

The message "finest quality at lowest prices" puts them at both ends of the pricing spectrum. This also creates a marketing problem. Do you promote low price or high quality? If it's low price, then the media program needs to be a high frequency program with name repetition, *screaming* low price. High Quality demands more of a direct sale with referrals and lead generating media. Perhaps online tutorials on "How to buy Quality, Heirloom Furniture." Their ads lead one to believe that they sell cheap, lower quality furniture. Instead, they actually sell exquisite, beautiful, quality furniture inside breathtaking stores. And the service? It is exceptional. How could this store revise their marketing platform to address their current and potential customer?

Price is Not an Issue

Price should not be mentioned in their advertising. Their customers don't mind spending more for this furniture because it is worth it. Fewer sales would be necessary to achieve higher profitability.

Sell the Benefit

Customers only care that your product solves his problem, makes her look better and delivers value for the dollar - not just on price but long-term.

Improve Media Efficiency

Once you have a position, promote it in the right media with enough frequency so that your potential customer hears it enough to take an action, and watch your sales grow. It's that simple.

This Store's True Positioning

"Exquisite Heirloom Pieces for the Next Generation." The message? "If you are looking for unique pieces designed to last forever at a store which guarantees complete satisfaction - this is the store to patronize."

Contact Capstone Media for assistance with Strategic Media Planning Solutions

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