

OBVIOUSLY AWESOME: How to Harness a Marketing Secret Superpower



April Dunford

@aprildunford

aprildunford.com

WHAT POSITIONING IS NOT

A TAG LINE

POINT OF
VIEW

VISION

BRAND

MESSAGING

“MARKETING”

GTM
STRATEGY



MARKETING

POSITIONING

POSITIONING: A DEFINITION

POSITIONING defines how our product is **THE BEST IN THE WORLD** at providing **SOMETHING** that a well-defined set of **CUSTOMERS** cares a **LOT** about

POSITIONING ANSWERS FUNDAMENTAL QUESTIONS:

WHAT IS THIS?

**WHY SHOULD I
CARE?**

POSITIONING IS LIKE CONTEXT SETTING FOR PRODUCTS



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**A SHIFT IN
POSITIONING CAN
COMPLETELY
TRANSFORM
THE WAY WE SEE
A PRODUCT**

Customers use what they KNOW
to make sense of what they DON'T



**MARKET CATEGORIES HELP
CUSTOMERS FOCUS**

Bots & Live Chat



MARKET CATEGORIES HELP
NARROW THE CHOICES



Price

Features

Competitor

**Target
Customer**

Market

**Cheap
or Free**

**Inbox,
Spam,
Calendar**

**Outlook
Gmail**

Lawyers

**Email
for
Lawyers**



We rarely choose Market Categories
DELIBERATELY

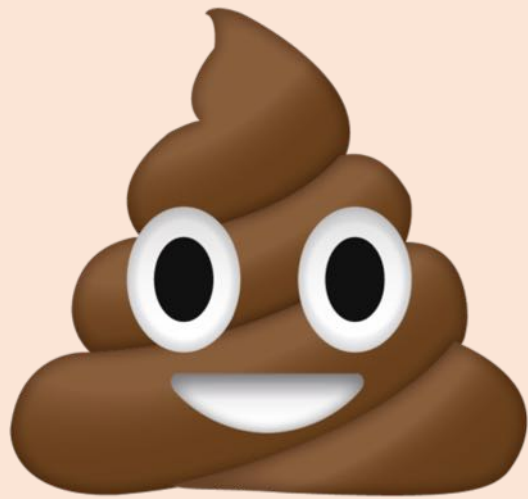




What if I told you...your DATABASE
is not a DATABASE

BUT...THIS ISN'T MY JOB!!!

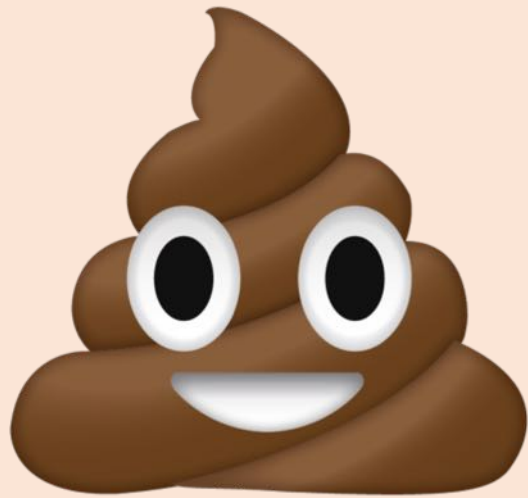
ACCEPTING WEAK POSITIONING HAS CONSEQUENCES



YOUR
GENIUS
WORK



ACCEPTING WEAK POSITIONING HAS CONSEQUENCES



YOUR
GENIUS
WORK



YOU DIDN'T SIGN UP FOR THIS CRAP



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HOW DO WE DO POSITIONING?

CRAP YOU LEARN IN MARKETING CLASS

THE TRADITIONAL POSITIONING STATEMENT

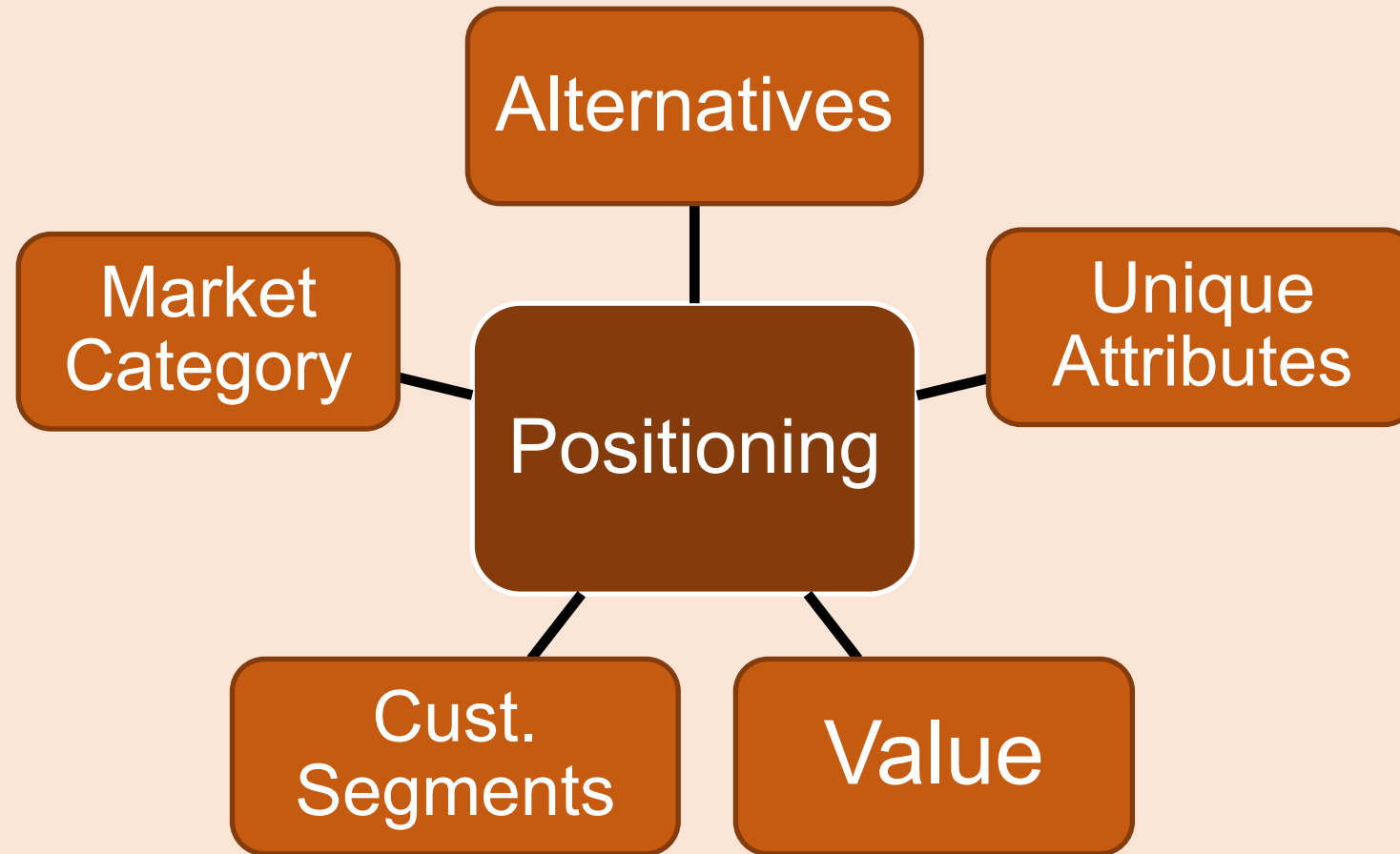
FOR ____ (target market) ____

____ (our offering) ____ IS A ____ (market category) ____

WHICH PROVIDES ____ (benefit) ____

UNLIKE ____ (competitor) ____

COMPONENTS OF POSITIONING



CUSTOMER-CENTRIC POSITIONING



**Competitive
Alternatives**

If you didn't exist,
what would
customers use?

1



**Key Unique
Attributes**

What features/
capabilities do you
have that
alternatives do not?

2



Value

What value do the
attributes enable for
customers?

3



**Customers
that Care**

Who cares a lot
about that value?

4

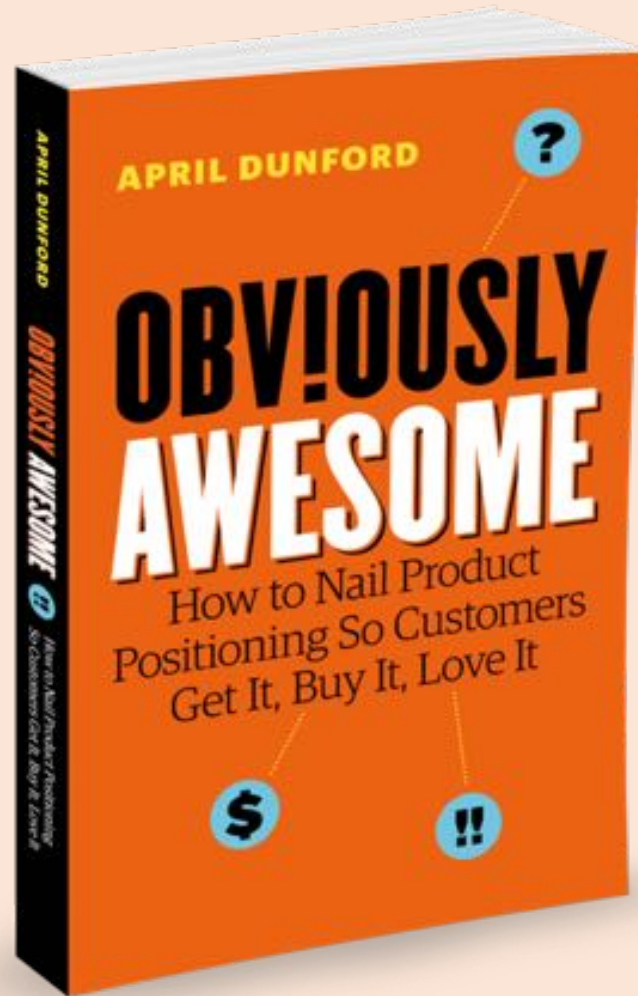


**Market you
Win**

What context makes
the value obvious to
your target
segments?

5

I TOOK NOTES FOR YOU





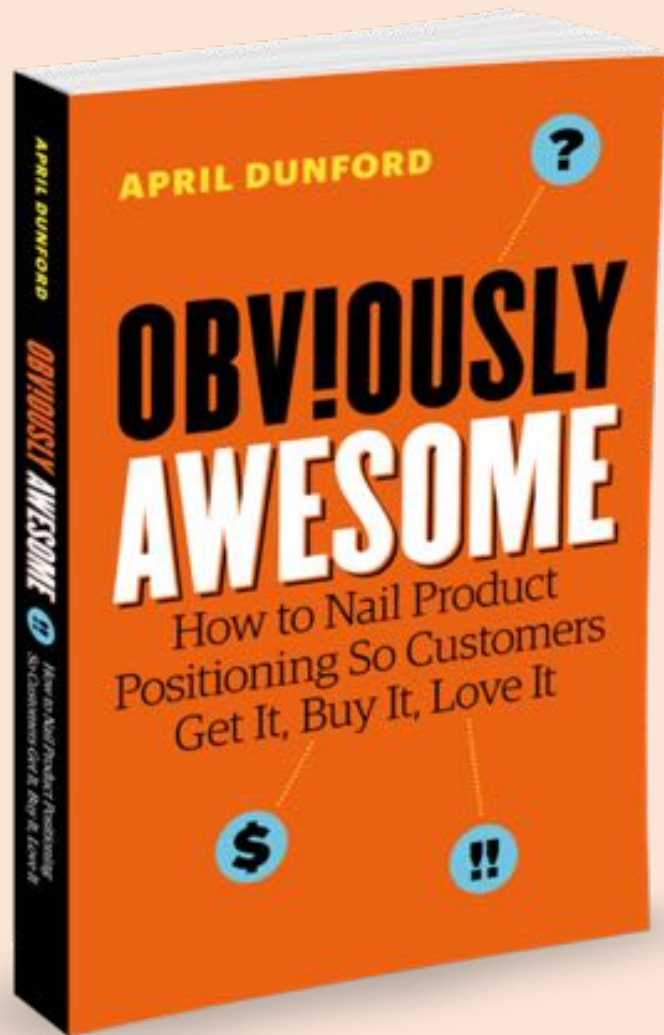
HOW A NICHE PLAY BECAME A UNICORN

TAKEAWAYS

Position Deliberately

Centre on Differentiated Strengths

Follow a Positioning Process



THANKS

AprilDunford.com

April@AprilDunford.com

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