

# Strategic Marketplace Positioning<sup>SM</sup>

## A Bottom Line Best Practice

Our Strategic Marketplace Positioning process defines the space in the marketplace that allows your company to leverage its *strengths* and *relationships*. It identifies what you want your key stakeholders to *think, say and do* about your company. It is the essence of your *reputation*.



### PHASE I: ASSESS

- ▶ Examine internal perceptions about your company
- ▶ Identify key external audiences
- ▶ Uncover how you think key external audiences perceive your company
- ▶ Define what makes your organization distinct from competitors
- ▶ Identify industry trends that affect your business objectives

**Deliverables:** *Summary report and draft positioning statement*

### PHASE II: TEST

- ▶ Survey customers, prospects and other key audiences to understand what's important to them and why they choose to work with you versus a competitor
- ▶ Analyze whether they see your company the way you do, identify possible perception gaps between key internal and external audiences
- ▶ Compare the draft positioning statement against perceptions within the marketplace

**Deliverables:** *Survey summary, gap analysis and final positioning statement*

### PHASE III: PLAN

- ▶ Define goals, objectives, strategies and tactics to capitalize on strengths and areas of resonance, while closing perception gaps
- ▶ Use the positioning statement as the basis for selecting the best channels to distribute the messages

**Deliverables:** *Marketing public relations plan*

### PHASE IV: DO

- ▶ Create the print and visual statements that best reinforce your position
- ▶ Create compelling communications tools and resources
- ▶ Roll out the campaign internally and externally
- ▶ Maintain high visibility and consistent messages in all communication vehicles and distribution channels

**Deliverables:** *Tactical execution of the marketing public relations plan*

### PHASE V: MEASURE

- ▶ Monitor and track the responses of the target audiences
- ▶ Re-test market perceptions to see if you are better aligned and closing any perception gaps
- ▶ Measure and adjust strategies as needed
- ▶ Measure response and adjust strategies as needed



**Strategic  
Marketplace  
Positioning<sup>SM</sup>**