

INTERNET BUSINESS CONCEPTS

WEEK #11:

*POSITIONING STATEMENTS & UNIQUE SELLING
PROPOSITION*

1. BEFORE YOU WORRY ABOUT THE TECHNICAL STUFF, FOCUS ON YOUR BRAND

Unique

Selling

Proposition

- What does your product, brand, website, offer do that's **different** or **unique** from others?
- What & how are you **communicating** to say "Buy from me because you get THIS unique benefit"?

HEAD & SHOULDERS FROM 1970S



HEAD & SHOULDERS FROM 2010S



HEAD & SHOULDERS FROM 2010S



EXAMPLES FROM TODAY



EXAMPLES FROM TODAY



EXAMPLES FROM TODAY



EXAMPLES FROM TODAY

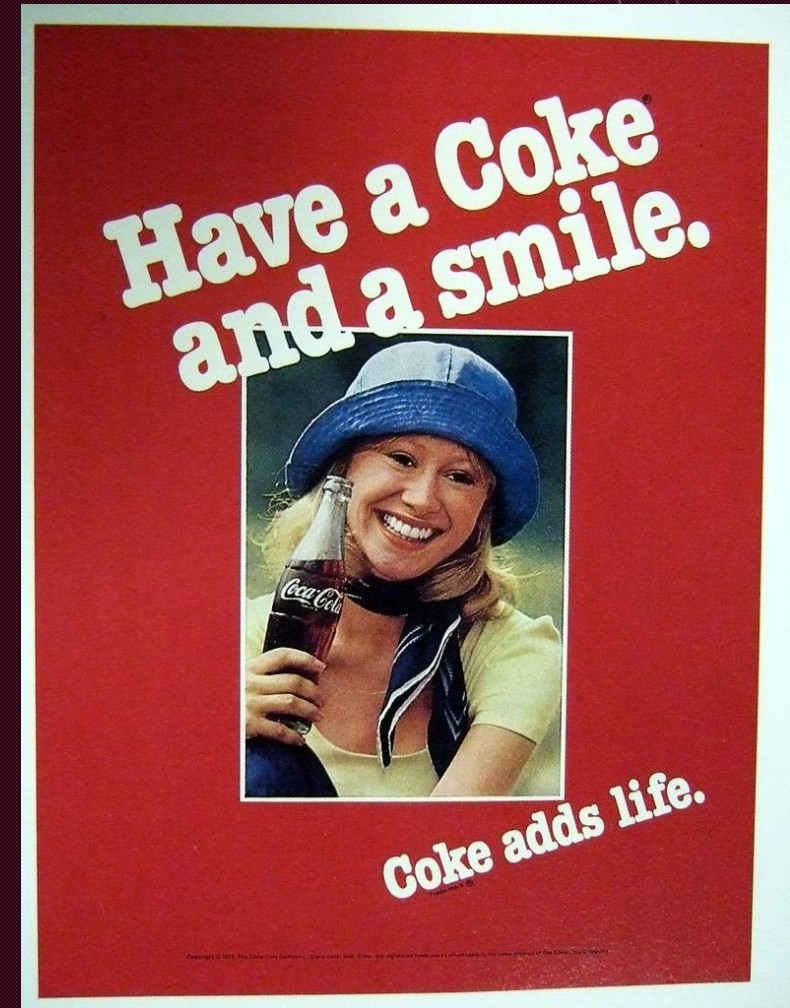


EXAMPLES FROM TODAY



1. WHAT'S A POSITIONING STATEMENT?

- What mental feeling/head space should your brand have in the mind of your audience?
- Cognitive association: making someone think of the brand when they hear/see/think of a specific item



GUIDELINES FOR A POSITIONING STATEMENT

- It is simple, memorable, and tailored to the target market.
- It provides an unmistakable and easily understood picture of your brand that differentiates it from your competitors.
- It is credible, and your brand can deliver on its promise.
- Your brand can be the sole occupier of this particular position in the market. You can “own” it.
- It helps you evaluate whether or not marketing decisions are consistent with and supportive of your brand.
- It leaves room for growth.

CREATING A POSITIONING STATEMENT

For *[insert Target Market]*, the *[insert Brand]* is the *[insert Point of Differentiation]* among all *[insert Frame of Reference]* because *[insert Reason to Believe]*.

CREATING A POSITIONING STATEMENT FOR MCDONALDS



For *Fast Food Consumers*, the *McDonald's Restaurant* is the *world's most popular* among all *hamburger fast food chains* because *consistency of product, accessibility for budget conscious families & individuals, & speedy delivery of food items.*

CREATING A POSITIONING STATEMENT FOR STARBUCKS



For *urban professionals throughout their day*, Starbucks is the *premium coffee shop* among all *cafes, espresso shops & fast food coffee vendors* because *of its comfortable, homey, relaxing & upscale environment that goes beyond just a cup of coffee.*

CREATING A POSITIONING STATEMENT FOR AMAZON.COM



For *online consumers* the *Amazon.com store* is the *world's largest* among all *etailers* because *we satisfy the consumer's need for speed of delivery with incredible depth of product that they desire.*

CREATING A POSITIONING STATEMENT FOR TESLA MOTORS



For *environmentally aware automobile owners* the *Tesla Motor Company* is the *disruptor* among all *automobile manufacturers* because *we are 100% committed to changing how people drive cars in the near future.*

LET'S FLIP BACK TO USPS FOR ONLINE BRANDS



What do you think that the positioning statement was for these 2 companies?

DIVING DEEPER

OK, so you're thinking about how to write a positioning statement in a single sentence.

But to build out your unique selling proposition, you can ask 6 questions that will gain insight on who you are marketing to:

WHAT HOW FOR WHOM WHERE WHY WHEN

POSITIONING STATEMENT QUESTIONS

WHAT?

WHERE?

HOW?

WHY?

FOR WHOM?

WHEN?

POSITIONING STATEMENT QUESTIONS FOR



WHAT? A place to get a cup of gourmet coffee & cultivated retail experience

HOW? By giving the consumer a better user experience with everything they interact with – coffee, staff, chairs, music, etc.

FOR WHOM? Urban professionals in their working hours or off-work hours.

POSITIONING STATEMENT QUESTIONS FOR



WHERE? Anywhere during their day's journey: downtown office environment, suburbs, between errands.

WHY? To carve out a space where the consumer can feel special, cocooned, comfortable, at ease, relaxed, sophisticated

WHEN? Giving consumers 5-15 minutes of expected enjoyment in-between moments during their busy day