



**Positioning & Marketing Mix**



*TARGET CUSTOMERS*

*Positioning*

${tool\_builder\_target\_customers}



*YOUR SOLUTION*

*Positioning*

${tool\_builder\_offering}



*MARKET PRODUCT FIT*

${tool\_builder\_need}

*Positioning*



*PRODUCT CATEGORY*

*Positioning*

${tool\_builder\_product\_category}



*PRICE CATEGORY*

*Positioning*

${tool\_builder\_price\_category}



*COMPARISON TO COMPETITORS*

*Positioning*

${tool\_builder\_solution\_competitors}



*PRODUCT OR SERVICE*

*Marketing Mix*

${tool\_builder\_product\_or\_service}



${tool\_builder\_pricing\_strategies}

*Marketing Mix*

*PRICE*



${tool\_builder\_product\_customer}

*Marketing Mix*

*PLACE*



*PROMOTIONAL CHANNELS*

*Marketing Mix*

${tool\_builder\_promotional\_channels}



${tool\_builder\_people\_for\_team}

*Marketing Mix*

*PEOPLE*



${tool\_builder\_execution}

*Marketing Mix*

*PROCESSES*



${tool\_builder\_great\_experience}

*Marketing Mix*

*PHYSICAL EVIDENCE*