PRODUCT POSITIONING FRAMEWORK

CUSTOMER

INSIGHT:

DEMOGRAPHIC:

GEOGRAPHIC:

PSYCHOGRAPHIC:

PRODUCT

PRODUCT THAT ADDRESSES THE INSIGHT:

HOW DOES IT ADDRESS THE INSIGHT?:

FUNCTIONAL BENEFIT:

EMOTIONAL BENEFIT:

POSITIONING

BRAND PERSONALITY:

BRAND ESSENCE :

PROPOSITION:

LANGUAGE, TONE & ENERGY :

COMMUNICATION

WHERE :

WHEN :

HOW :

PRODUCT POSITIONING FRAMEWORK (EXAMPLE)

CUSTOMER

INSIGHT:

The majority of group programmes seem to promise overnight growth. I wish there was one that genuinely helped start-ups grow an online audience in an achievable, sustainable way.

DEMOGRAPHIC:

Entrepreneurial women, 30 -45 y.o. etc.

GEOGRAPHIC:

Based in UK or suitable time zones, etc.

PSYCHOGRAPHIC:

Newbie go-getter entrepreneur. interested in learning & self-development but has limited funds and/or time to invest so needs to choose wisely.

PRODUCT

PRODUCT THAT ADDRESSES THE INSIGHT:

Audience Growth Club

HOW DOES IT ADDRESS THE INSIGHT:

Group programme focused on growing your audience without paying for ads. 5 weeks, short-term commitment, long-term benefits.

FUNCTIONAL BENEFIT:

A step-by-step guide covering a vital part of audience growth each week, weekly training, weekly Q&A, community, accountability

EMOTIONAL BENEFIT:

Feeling of having stuff figured out. with a concrete plan.

POSITIONING

BRAND PERSONALITY:

Straight forward, energetic, supportive & creative

BRAND ESSENCE :

Oomph!

PROPOSITION:

Grow your audience => grow your sales

LANGUAGE, TONE & ENERGY :

Jargon-free, logical steps, enabling.

COMMUNICATION

WHERE :

Social media, email newsletter, podcast, blog, communities.

WHEN :

2-3 times per year.

HOW :

- Relatable content around how hard it is to grow an audience when you don't know how to go about it
- Informative content
- Easy ways how to grow your audience without financial risk (no paid ads)