

Effective Messaging and Positioning: The Key to Superior Results

Product Marketing: Develop Superior Messaging and Positioning for Superior Results

Think quick: What is your one key differentiator?

We call this sudden pressure-packed situation the tradeshow scenario, a reference to being in a tradeshow booth and having one cynical attendee come up to you and ask “Why should consider you over the completion?”

If you don't know, or can't articulate what makes your product or service different – and articulate it quickly and confidently – you may be finished before you even get started.

To help you develop effective product positioning and ensure the organization really speaks with one voice – so you can successfully overcome the tradeshow scenario – we present the following five best practices on developing product positioning. We hope it helps, but as always, if you have any questions, 190west is here to help.

1. MAKE PRODUCT POSITIONING DOCUMENTS COMPREHENSIVE, YET SIMPLE AND EASY TO UNDERSTAND

Yes, there is a difference. Too often we see product positioning documents that are either missing entire or sections, or attempt to throw everything (MRDs, PRDs, etc.) into one place. Like any other document, you want internal users to actually read your product positioning document, so if it hard to follow or has sections that aren't immediately understood, you may be doomed.

2. PRESENT POSITIONING DOCUMENTS

At least to those groups who most rely on this information, such as PR, sales, marketing communications, and other groups. Sadly, we can't trust everyone to read full documents anymore, so presenting product positioning gives you a chance to make sure everyone hears the most important facts and gives them a chance to ask questions. Plus, as an added benefit, it gives you the chance to validate positioning with a small focus group, instead of trusting that what you came up with yourself makes complete sense. Which leads us to ...

3. DON'T FALL IN LOVE – YOUR WORK IS NEVER DONE

Creating product positions and approved messages is highly subjective and highly dynamic. Little changes can lead to larger discussions and changes. Try to include as many people, especially those with decision-making power, in early stages to understand what must be said, what parameters you're working with, what the scope is, etc. And never think you're done, because just when you finish, something will pop up to create new changes.

4. BRIEF AS MANY PEOPLE AS POSSIBLE

One of our clients conducted an extensive re-branding and corporate messaging exercise, which included distributing an approved corporate brand book complete with product messages. Yet they overlooked one critical employee – the receptionist, who continued to give visitors, let's just say, less-than-accurate information. Also, be sure to leave no stone unturned in the search for old messaging – job descriptions, RFPs, internal sites, and more. It all tends to get out there and confuse the market.

5. CREATE SIMPLE, BUT STRONG PRODUCT STATEMENTS

Another of our clients wanted to develop a list of critical product benefits that it wanted to list and make sure everyone knew. A noble idea but in this case, it became impractical when the list grew to 27 items! Develop these benefit statements but either categorize them under similar themes, or be more ruthless in streamlining them down.

The 190west Advantage

190west can help your organization create clear, succinct, and consistent positioning and messaging platforms that are critical to developing effective communications. We can also help you steer clear of the most common mistakes most organizations make (hint, think less not more) to differentiate your product.

To learn more about how 190west can help you achieve better results, please visit www.190west.com or call **866.538.8196** today.

