

Positioning Your Product

Positioning = Target Segment + Differentiation

Target Segment—you choose who you want or would buy your product. Segmentation is done so a business gets a honed idea of the characteristics of who their consumers are. “Mass Market” which takes your product and target everyone—this is a thing of the past. This is not as effective because you are diluting your message because messages mean different things to different people.

Positioning:

1. **Demographics** (**Age, gender**, family size, life-cycle, income, education, religion, and nationality).
2. **Geographic** (Areas in the word, **city**, small town, density, climate)
3. **Physiographic** (moral values, **lifestyle**, culture, personality) Facebook!
 - A flaw is don't assume—look at behavior
4. **Behavioral** (Occasions, benefits, user status, loyalty, attitude, and user rate) when or how do people buy? I must have the new I-phone). E.g. Amazon, after you purchase a particular item, the next time you log in you will see items that might interest you. They are targeting people what they do not what they say or seem to want to do (past behavior)

Differentiation—how are you different from your competitor

1. Product/Brand (getting chevron gas because it has Techron)
2. Price (Wal-Mart world)
3. Service (You decide to stay at a different hotel because of their service)
4. Image (Perception)