

POSITIONING TIPS

Brand positioning is the difference between being a household name or just another company trying to compete in an oversaturated market.

Here are 4 tips to help you craft a powerful brand for your B2B tech business:

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Find those that will **value** you most

Establishing a trusted brand is the process of setting customer expectations about the value your company delivers, and consistently exceeding them over time. Focus on what works for those that value it. Then clone them in 'lookalike' targeting.



Build ‘must-have’ status

Every customer wants to be with the best possible vendor (within their price range). So the role of B2B marketing is to ‘pre-sell’ your value to those who will then sponsor you to others - making them look good in the process.



Find your **niche**

Problems and niches of problems develop with market maturity. New markets spawn suppliers solving the known problem. As markets mature, benefits of the problem being solved, and then benefits of new problems emerge. Your niche could be described as a new ‘category’ that your pioneering client is a buyer of.

This is a market framing exercise — think HubSpot and ‘Inbound Marketing.’ However it’s frames, market problem definition is the first step to creating niche positioning and category dominance.



Be consistent

Your marketing-based unfair advantage can be crafted from a new marketing position coupled with an execution machine that is relentlessly consistent. Consistency creates a virtuous circle. We all need understanding and consistency to be confident of any decision (as any parent knows).

So consistency creates assurance, which in turn creates spokespeople for your message. Employees, clients and the media will all understand your value and will be able to communicate it.