



Checklist for Building a Positioning Map

Step 1: Define the Market

- Identify the Industry: Determine the relevant industry your business operates.
- Determine the Product Category: Define the specific product or service category you focus on.
- Understand Your Target Audience: Outline the demographics, behaviors, and preferences of your ideal customers.
- Identify Key Competitors: List major competitors within your defined market segment.
- Research Market Trends: Conduct preliminary research on industry trends and market size.

Step 2: Draw a Positioning Map

- Create a Brand Essence Chart: Use this chart to define your brand's core attributes, benefits, personality, and source of authority.
- Determine Key Brand Attributes: Identify key features, benefits, and characteristics that define your brand.
- Describe Brand Personality: Use adjectives to describe your brand's characteristics. Make it unique.
- Identify Brand's Source of Authority: Determine what gives your brand credibility (e.g., expertise, customer testimonials).
- Determine What It Says About the Customer: Understand what your brand's positioning suggests about your ideal customer.

- **Determine How It Makes Customers Feel:** Identify how customers should feel when interacting with your brand.
- **Develop a Positioning/Brand Essence Statement:** Create a simple statement that encapsulates your brand's core message.

Step 3: Identify Your Competitors

- **Conduct Market Research:** Use various methods to determine your competitors (e.g., sales team input, online search).
- **Use Customer Feedback:** Ask your customers which competitors they considered before choosing your product/service.
- **Check Social Media:** Explore platforms like Quora and Reddit to identify other businesses in your niche.
- **Document Key Competitors:** Compile a comprehensive list of competitors based on your research.

Step 4: Interpret Your Brand Positioning Chart

- **Analyze the Positioning Map:** Look at the distribution of competitors and identify clusters, outliers, and gaps.
- **Identify Positioning Gaps:** Determine where your business might fit into a unique space.
- **Assess Competitive Advantage:** Find where you have a competitive edge over other businesses.

Step 5: Select Relevant Attributes

- **Identify Important Attributes:** Choose attributes that are significant to customers and differentiate you from competitors.
- **Ensure Attributes Are Measurable:** Select attributes that can be quantitatively or qualitatively measured.
- **Ensure Attributes Are Independent:** Avoid selecting attributes that overlap or create redundancy.
- **Reflect on Customer Preferences:** Make sure attributes align with what customers care about.

- **Plot Attributes on Axes:** Choose attributes to represent the axes of your positioning map.

Step 6: Collect Data

- **Gather Customer Feedback:** Conduct surveys or polls to understand customer attitudes.
- **Conduct Competitive Analysis:** Collect information on competitors' products, features, pricing, etc.
- **Use Publicly Available Data:** Read reviews, industry reports, and press releases to gather more insights.
- **Ensure Data Accuracy:** Verify the reliability and accuracy of the data collected.

Step 7: Plot the Data

- **Create the Positioning Map:** Use software or manual plotting to create your map.
- **Place Data Points on the Map:** Plot your business and competitors based on selected attributes.
- **Ensure Axes Are Clearly Labeled:** Label axes to avoid confusion.
- **Check Data Placement:** Ensure data points are accurately plotted based on collected data.

Step 8: Analyze the Map

- **Identify Market Trends:** Analyze the map to uncover market trends, gaps, and differentiation opportunities.
- **Assess Product Distribution:** Look at product distribution to find clusters or outliers.
- **Identify Potential Opportunities:** Find areas for differentiation or new market segments to target.
- **Refine Business Strategy:** Use the insights from the map to guide business decisions.

Step 9: Test Your Marketing Positioning

- **Develop a Positioning Statement:** Create a statement that captures your brand's essence.
- **Conduct Qualitative Testing:** Use focus groups, interviews, or similar methods to test your positioning statement.
- **Conduct Quantitative Testing:** Use surveys or polls to gather broader feedback on your positioning.
- **Adjust Marketing Strategies:** Based on feedback, refine your marketing approach as needed.

Step 10: Monitor and Update

- **Update Your Positioning Map Regularly:** Review and update the map to reflect changes in market trends and consumer preferences.
- **Track New Competitors:** Keep an eye on emerging competitors and their position on your map.
- **Adapt to Changing Consumer Behaviors:** Adjust your map based on evolving consumer behaviors.
- **Refine Your Competitive Strategy:** Use updated insights to refine and strengthen your business strategy.

This checklist provides a comprehensive building guide, maintaining, and refining a positioning map for business success.