



# Brand Positioning Template

## 1. Brand Identity

### **Brand Name:**

Your brand's name.

### **Tagline:**

A memorable phrase that summarizes your brand's promise.

### **Logo:**

Description or attachment of your brand's logo.

## 2. Target Audience

### **Demographic Information:**

- Age range:
- Gender:
- Income level:
- Education level:
- Location:

### **Psychographic Information:**

- Interests:
- Values:
- Lifestyle:
- Pain points:

### **Behavioral Information:**

- Purchase behavior:

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- Brand loyalty:
- Usage patterns:

## 3. Market Category

### **Industry:**

Describe the industry your brand operates in.

### **Market Segment:**

Identify the specific segment of the market you are targeting.

### **Competitors:**

List your main competitors and briefly describe their positioning.

## 4. Brand Promise

### **Unique Value Proposition (UVP):**

A clear statement that explains what your brand offers, how it solves your customer's needs, and what makes it unique.

### **Core Benefits:**

List the primary benefits your product/service provides to customers.

### **Emotional Appeal:**

Describe the emotional connection your brand aims to create with its audience.

## 5. Proof Points

### **Key Features:**

Highlight the main features of your product/service that support your UVP.

### **Customer Testimonials:**

Include quotes or anecdotes from satisfied customers.

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## **Certifications and Awards:**

List any relevant certifications, awards, or recognitions that lend credibility to your brand.

## **Case Studies:**

Provide brief case studies that showcase your product/service in action.

## **6. Brand Essence**

### **Core Idea:**

Summarize the essence of your brand in one or two sentences.

### **Brand Personality:**

Describe your brand's personality (e.g., friendly, professional, innovative).

### **Tone of Voice:**

Define how your brand communicates with its audience (e.g., casual, authoritative, empathetic).

## **7. Implementation Plan**

### **Marketing Channels:**

List the channels (e.g., social media, email, website) you will use to communicate your brand positioning.

### **Content Strategy:**

Outline the types of content you will create to convey your brand message.

### **Brand Guidelines:**

Develop guidelines to ensure consistency in messaging, design, and tone across all channels.

## **8. Monitoring and Adjusting**

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**Key Metrics:**

Identify the metrics you will track to measure the effectiveness of your brand positioning (e.g., brand awareness, customer engagement, sales growth).

**Feedback Mechanisms:**

Describe how you will collect feedback from customers and stakeholders.

**Adjustment Plan:**

Outline how you will adjust your brand positioning strategy based on the feedback and performance data.