

# HOW TO INFLUENCE YOUR BRAND POSITIONING



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# DESIRED POSITIONING

- Articulate desired positioning in specific terms
- Eg. brand recognition, market share, customer base, visibility, thought leadership, product pricing, brand loyalty, name recall, preferred partner status etc





# CASE FOR CHANGE

- **Determine what needs to be done** to move you from current to desired or future brand positioning in the sector, industry or region of interest





**4+**  
years of  
operation

**35+**  
clients

**15**  
bespoke  
training  
programs

**30**  
customized  
strategy  
documents  
developed

**3k**  
in SA&A  
training  
tube  
channel

**300+**  
webinar  
participants

**100%**  
satisfied  
clients

**70+**  
professionals  
and Leaders  
trained across  
5 countries



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credited

# MARKET CONTEXT

## Look at the market context

- Assess current vs desired positioning
- Identify who the market leaders are and their unique selling proposition
- Determine the specific changes required in terms of product or service quality, differentiation, brand visibility, industry presence, partnerships, social proof etc And develop data-driven activities and processes to address those gaps





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# SUCCESS CRITERIA

4+  
years of  
operation

35+  
clients

- What is the success criteria for the Brand Repositioning?
- What does success look like in tangible terms? Is it market share, brand visibility, industry recognition, premium pricing, customer validation, increased investment?
- Develop tangible KPIs as a measure of success



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# AUDIENCE & STAKEHOLDER

- Which audience is the target of the repositioning?
- Is it industry? Or media, community, government/regulators, investors, suppliers, professional associations or the general public?





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## ACTIONS

- What action is required to achieve the desired positioning in terms of product, services, innovation, partnerships, projects etc
- What actions would resonate with each audience segment or stakeholder?
- Identify and implement these actions and develop a story around the process





# MESSAGE & PLATFORM

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operation

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clients

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views on SA&A  
Learning  
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300+

webinar  
participants

100+

satisfied  
clients



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Trainer

- What is the anchor message to the targeted audiences?
- Develop relevant and meaningful messaging to each stakeholder category. Designed to shift perception, loyalty or familiarity in a positive direction or increase awareness and recognition
- And identify the best platforms to deploy the messaging.
- Also develop an effective content strategy





# DEPLOY MONITOR MEASURE IMPROVE

- **Implement the Brand Repositioning plan** based on a combination of performance improvements, customer and stakeholder engagement, relationship building and communication activities via audience-relevant platforms
- Monitor and refine based on feedback
- Aim to run the plan for about 18 -24 months at least
- Embed improvements as a standard way of working and continue to raise the bar at a sustainable and ethical pace





**THANK  
YOU**

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