



Positioning

"Positioning starts with a product. A piece of merchandise, a service, a company, an institution, or even a person. Perhaps yourself. But positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. That is, you position the product in the mind of the prospect."

Al Ries, Jack Trout

Positioning is about creating perceptions, opinions and attitudes, in the minds of customers, associated with the company (organization) brand or its goods or services. It can be spoken of placing information into the minds of customers and induction of the desired mental processes and contents related to the quality of the brand, price, utility, image, etc.

Positioning is how the company and its products can define to the competition and create their unique and unmistakable image. Positioning is one of the methods of marketing management.

Adequate advertising and PR strategies are used for creating and influencing customers feedback in positioning.

Related terms and methods:

- › [Advertising](#)
- › [BCG Matrix](#)
- › [Brand](#)
- › [Campaign](#)
- › Goods life cycle
- › [Market segmentation](#)
- › [Promotion](#)
- › Targeting
- › [Word of Mouth Marketing \(WOMM\)](#)

Related management field:

- › [Marketing and Sales](#)