

# 8 steps for building a more powerful brand

# Put your brand front and center.

A strong position is the anchor that keeps your brand from drifting aimlessly in a sea of other, similar brands. Its purpose? To highlight what makes you uniquely valuable—and to guide the way you make your messages meaningful to your target audiences.

Your brand position can also be used to reinforce—or reshape—the way people perceive your brand. And alongside thoughtful strategies and clearly defined goals, your positioning plays a major role in your marketing.

## **Brands benefit from a strong position because it:**

- Makes communication efforts more effective.
- Builds awareness, recognition, and credibility.
- Increases your bottom line.

So what's *your* brand position?  
These **eight simple steps** will help you find it.

# Determine what sets your business apart.

## First things first:

Take an honest look at your company and make a list of its strengths and weaknesses. Understanding where you have opportunities for improvement is an important part of the process.

The point of this exercise is to give you a big-picture view of your most powerful attributes and capabilities. That will help you see where and how you can make the greatest impact for your target audiences.



# Find your place.

## Once you have your shortlist of enviable qualities,

it's time to decide where you belong on the positioning spectrum. Is your brand strong enough to own an entire category, based on a product or service benefit or your business approach? Or can you tap into your competitive side and position your company directly against the rivals in your space?

At the end of the day, there's no wrong answer—as long as your choice is authentic to your brand and rings true to your audiences.





**Know who  
you're up  
against.**



## **The possibilities for your brand position are endless.**

This is your chance to find—and fill—a need that's not currently being met in your industry. To do that, you need to know where your competition stands.

Compare your list of strengths to the other companies in your market, then narrow it down to the ones that don't overlap. If you feel strongly about showcasing a specific quality that another competitor already focuses on, think about how you can give it a twist to differentiate yourself.

# Do your research.



## Knowledge really is power.

With the right research, you can help your new position stand out in the crowd without alienating the people you're trying to connect with.

- Gather insights on consumer perspectives.
- Establish audience pain points.
- Highlight relevant economic and industry trends.
- Determine which brands are considered industry experts.
- Identify decision-makers within your target markets.

Once you understand your audience, your industry, and your competition, you can make smarter, more informed decisions about the best way to talk about your brand.



**Make sure  
you can walk  
the walk.**

## Your positioning is more than a statement—

it's a promise that you'll be true to your word. Whether you're advertising a superior product or guaranteeing excellent customer service, you have to make sure you can deliver. Otherwise, you'll risk leaving customers questioning your credibility and focusing their loyalties elsewhere.



# Keep it real.



**Your brand positioning should also align with your business' vision,**

purpose, and mission. Leverage your company beliefs and values to communicate why people should choose your brand. This kind of positioning often lends itself to more powerful storytelling, which in turn makes stronger connections with your audience.





# Do a little soul-searching.

## Think about your brand's purpose.

What's the singular word (or phrase) that defines it? It should be something your brand owns like no other brand can. And it should capture the very heart of what you do.

# Bring it all together.



Once you know where you stand,  
who your competitors are,  
and what sets you apart,

it's time to create your brand position. It should be a concise statement that addresses your audience, includes your promise to them, and communicates how your business is different from the competition. If you can answer yes to the questions below, you're on the right path!

**So, is your brand position:**

- Entirely your own?
- Relevant and meaningful to your audience?
- Honest, credible, and able to deliver on its promise?
- Flexible enough to evolve with the industry?
- Simple, clear, and concise?

# What's next?

**This is only the beginning!**

See strong brand positions in action or get help bringing yours to life from the experts at JK Design.

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