

Positioning Organisations, Brands, Products & Services

Positioning is the foundation of attracting target group interest, activation of sales, and customer retention through communications.

enable2grow helps you to find and forge the positioning that makes your brand or product the most attractive in your market. We follow a strict customer-centric approach, identify the relevant target groups' needs by gathering insights and define a positioning that really pushes the growth of your Organisation, your brand, your product or service.

We employ 3-step approach that can be facilitated by our enablers or executed as a full-service offer.

1. Target group insight: We review existing data and sources, fill in the missing links through task-specific research
2. Development of the positioning: we develop the most relevant strategic positioning.
3. Development of the full line of argumentation and messaging by defining why the promise to the target group is trustworthy.

A powerful positioning by enable2grow activates the target group by addressing a relevant need and captures it with its uniqueness – leaving no room for competition.



Gunnar Brune | Enabler, Business-Strategist, Marketing- and Storytelling-Expert

Gunnar is an evangelist for strategic approaches to growth, marketing and storytelling. He has led units in companies, agencies and startups with success in many markets. His experience ranges from consumer-oriented industries like FMCG, retail, automotive, consumer electronics, media and digital services to B2B industries like steel, carbon fiber, executive search and real estate. Gunnar is the author and co-author of several books on marketing and frequently writes for business magazines. He presides on the "Bestseller"-Jury for the most successful new FMCG-products in Germany and is the founder of the Neptun Marketing Award. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).