

Positioning Organisations, Brands, Products and Services

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

Growing sales we must address the strategically most relevant need of your target group in your marketing communication. "Strategically most relevant" means more relevant than competition promises and delivering on a profitable source of business for your company.

enable2grow identifies the relevant target groups' needs by gathering insights and uses these to forge the key promise, i.e. the core of the positioning strategy. It defines a unique client benefit and becomes a competitive differentiator, building trust in your messaging.

We employ a three-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, filling in the missing links through task-specific research and acquisition of the information needed, e.g. data mining of customer relations data, target group interviews and surveys conducted online and offline.
2. Development of the positioning: 2-3 iterations to develop strategically the most relevant positioning, in some cases we recommend testing different approaches.
3. Development of the full line of argumentation by defining the reasons 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](tel:+498944990720) or book us [here](#).