





*This topic will be about how to position  
your brand in the market*



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*Once the topic is completed and approved, learners will be able to understand*

*How to position a brand*

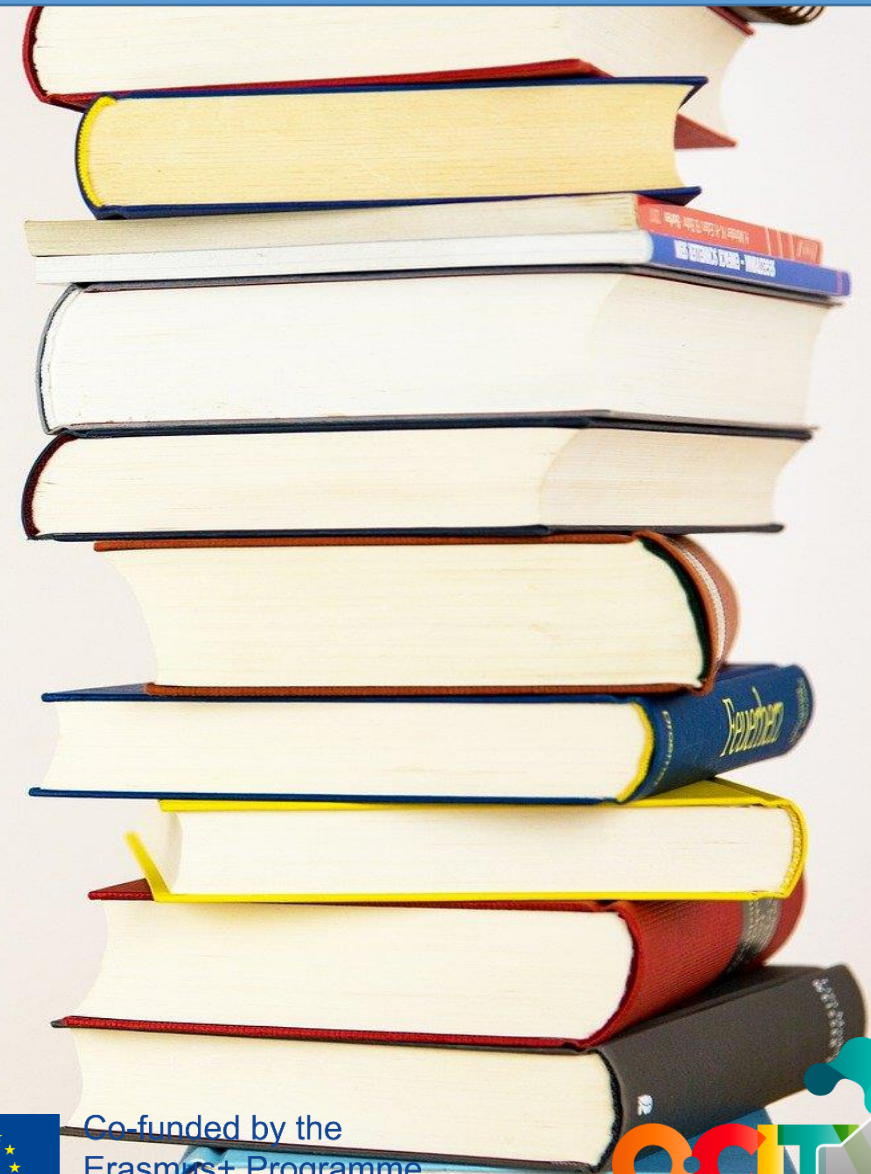


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## *In this lesson, we will*

- *Learn basic Concept of Brand Positioning*
- *Learn how to target your market*
- *Learn why you should brand inside your organization*



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# Identifying and Establishing Brand Positioning

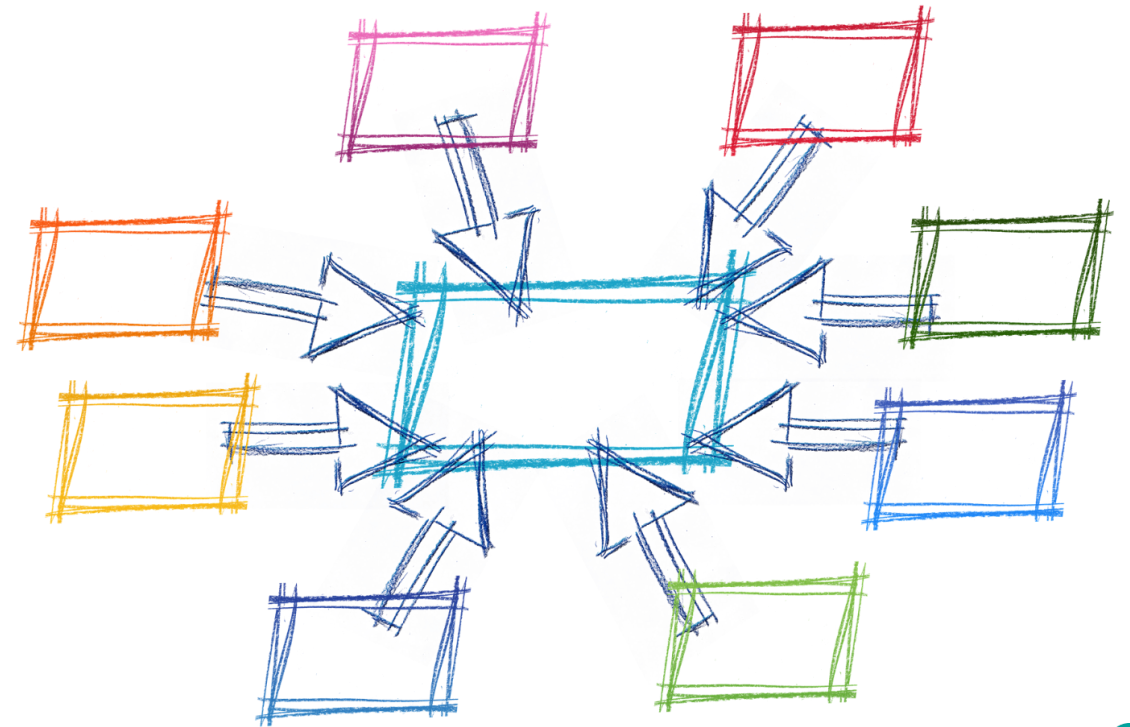
## Basic concepts

Positioning means finding a place in the minds of customers or market segments.

We want customers to think of the brand as something **desirable and good for them, something they need.**

### We need to know:

- Who our target customers are
- Who are our main competitors
- How our brand is similar to competitors
- How our brand differs from our competitors.



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# Identifying and Establishing Brand Positioning

## Target Market

Perceiving targeted customers is important primarily because **different customer groups have different perceptions.**

Marketing segmentation divides customers into smaller groups that have **similar views, needs, and behaviors.**

Segments depend on :

- behavior,
- demographics,
- psychographics,
- and geography.



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# Branding Inside the Organization



Company internal branding is just as important as product branding to customers.

It is important that all employees have an understanding of what the brand represents.

It is believed that healthy and happy employees will provide higher sales and profitability.





## CREDITS

Content: Business incubator Novi Sad



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