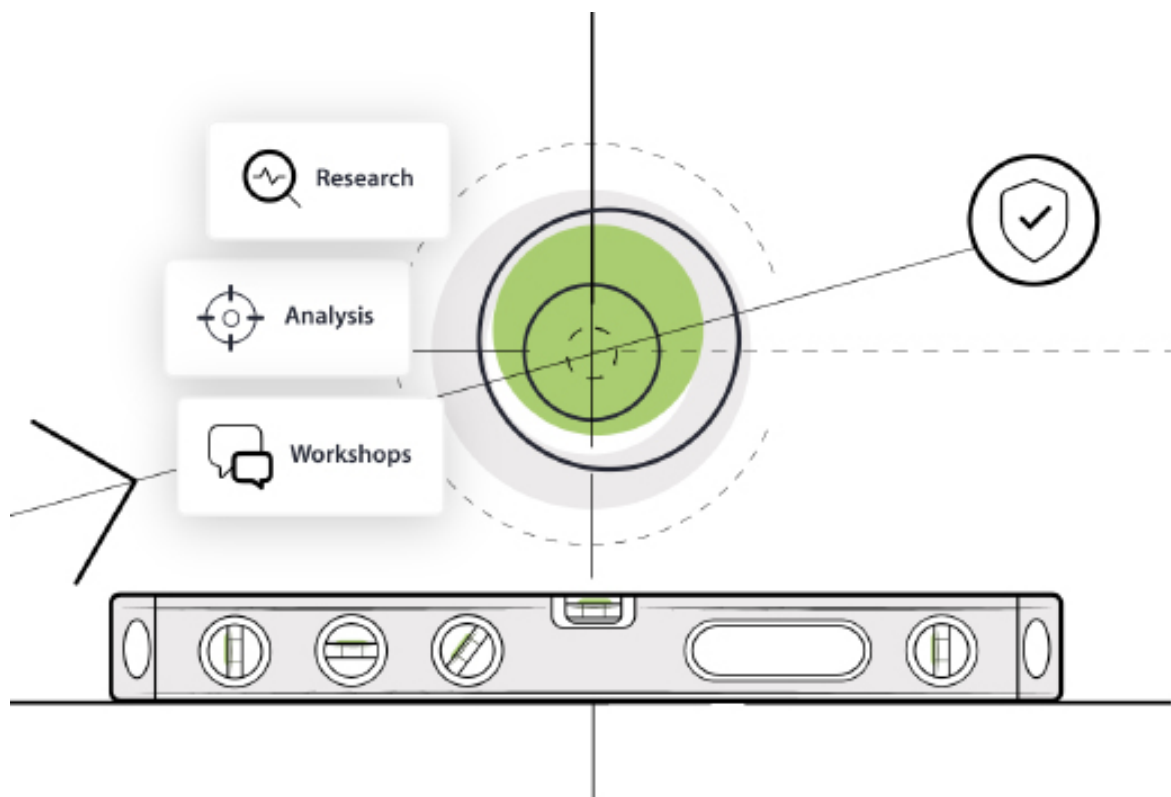




# B2B BRAND POSITIONING PLAN

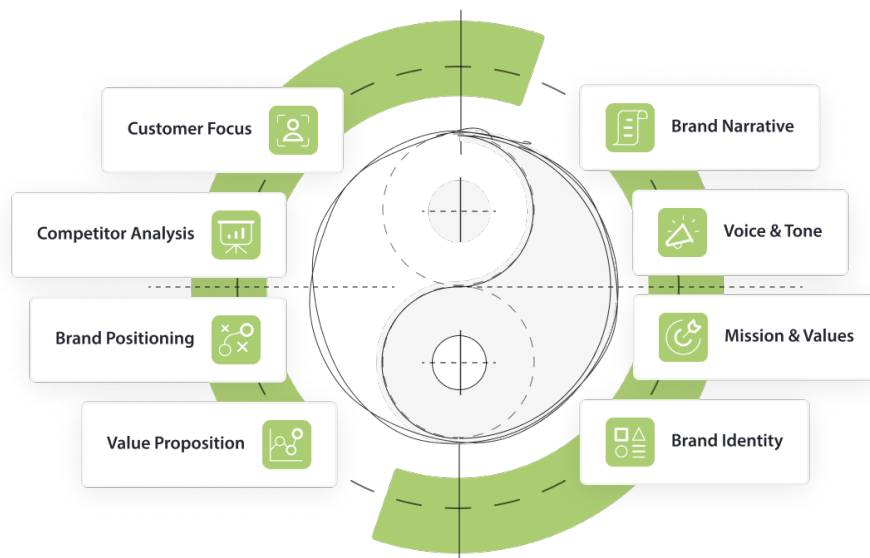
*Discover a programme to set your contract manufacturing business apart in the eyes of your ideal OEM partners.*



# WHY BRAND POSITIONING MATTERS

As a contract manufacturer, you may be unable to showcase your customers to prove your expertise. That's why understanding the significance of your brand's unique identity is crucial.

Positioning defines how your services are a better fit than alternatives for a particular set of customers. Your services will stand out by better meeting specific customers' needs.



## TRANSFORM YOUR BRAND

Discover a bespoke plan for brand transformation and improving customer experience in your sales pipeline.



## CRAFT YOUR POSITIONING

Learn how we can help you find a balance between the logical "yin" of positioning and the emotional "yang" of branding.



## STAND OUT WHERE IT MATTERS

Explore this seven-step programme to stand out in a competitive growth market and extend your reach.

# 1

## DIAGNOSTIC REVIEW

*A Workshop | In-Person or Online*

### ESTABLISH THE BASELINES

*We will conduct a review to evaluate your setup and goals.*

*We want to establish your objectives and benchmarks. And establish a process to track progress and identify opportunities.*

*Involve key people from Sales, Marketing, Customer Services and other senior management teams for comprehensive insight.*

- Assess the effectiveness of current marketing strategies and channels.
- Analyse the sales process to identify trends, patterns, and concerns.
- Examine collaboration and communication between teams.
- Evaluate target audiences and segmentation strategies.
- Catalogue questions and objections at stages of the buyer's journey.

**We will send questionnaires and use that insight to guide deeper analysis during the workshop.**



# 2

## TARGET AUDIENCE

*A Workshop | In-Person or Online*

### ENHANCE YOUR CUSTOMER FOCUS

*Uncover the intricacies of buyer's viewpoints and priorities. This dedication will sharpen your market focus and strengthen relationships with your target audience.*

→ We want to explore what motivates customers to invest in solutions like yours and what they expect to achieve.

→ We want to identify aspects of competing solutions they consider most critical, any doubt that your solution is the best option, and any individuals or factors in their ecosystem that could influence their decision-making process.



#### IDEAL CUSTOMER PROFILE

What are the characteristics of your perfect customer – the type of customer that will benefit most from your services and generate the most value for your business?



#### MAP YOUR BUYER'S JOURNEY

Break the buyer's journey into critical stages. Then, tailor your approach to answer their urgent questions. Map your content to the journey stages and improve sales and marketing outcomes.



#### DEFINE BUYER PERSONAS

Who are the buyers involved in a decision to work with you? What are their challenges, fears, and aspirations - their priority initiatives, success factors, perceived barriers, and decision criteria?

#### Workshop

Consultation



# 3

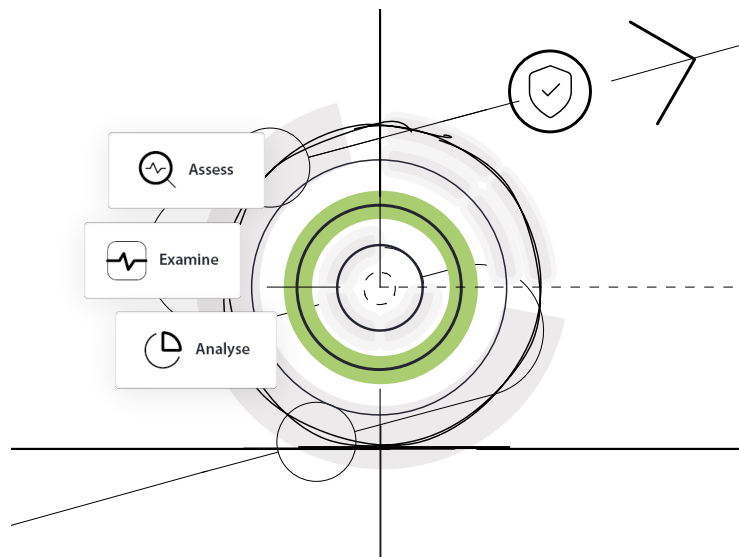
## MARKET ANALYSIS

### Research & Analysis

#### IDENTIFY GAPS IN THE MARKET

*We will assess your current position and analyse your competitors' online strategies.*

- This evaluation will uncover their strengths, weaknesses and position in the digital landscape.
- They are required for the Brand Positioning Workshop (Step 4).
- This research and its findings are essential.



#### ANALYSE YOUR POSITION

We will evaluate your digital presence and performance. This analysis will help us define your strengths and identify areas for improvement. It will also compare you to competitors.



#### REVIEW COMPETITORS

We will analyse website performance and online reputation, identify strengths and weaknesses, and uncover opportunities and strategies to outperform competitors in the digital landscape.



#### IDENTIFY GAPS

We will identify where your competitors lag and excel. We will use this to improve your strategies. It will help us seize online market opportunities and reduce digital threats.

# 4

# STAND OUT WHERE IT MATTERS

*A Workshop | In-Person or Online*

## BRAND POSITIONING

*How do customers perceive you? What do you stand for? And what differentiates you from your competitors?*

→ The best B2B brands define their market space and position, which helps them stand out to the right customers. A positioning statement guides decisions and shapes marketing, customer experience, and business direction.

→ Engaging with stakeholders can help you build a shared understanding and commitment to your brand. A clear market position can set your brand apart, creating a unique proposition that appeals to your target audience.



### WHAT YOU STAND FOR

Establish a precise identity by outlining your brand's differentiation. Make sure this shows your beliefs and principles. This will build a brand that resonates with stakeholders.



### COMPETITOR POSITIONING

Identify how competitors are positioned and assess their strengths and weaknesses. Use this knowledge to differentiate effectively, emphasising unique attributes that set you apart.



### WHAT CUSTOMERS WANT

Define customers' needs, desires, and pain points. Focus on delivering solutions that address these aspects. Align your services and messaging to meet these expectations.

### Workshop

Consultation



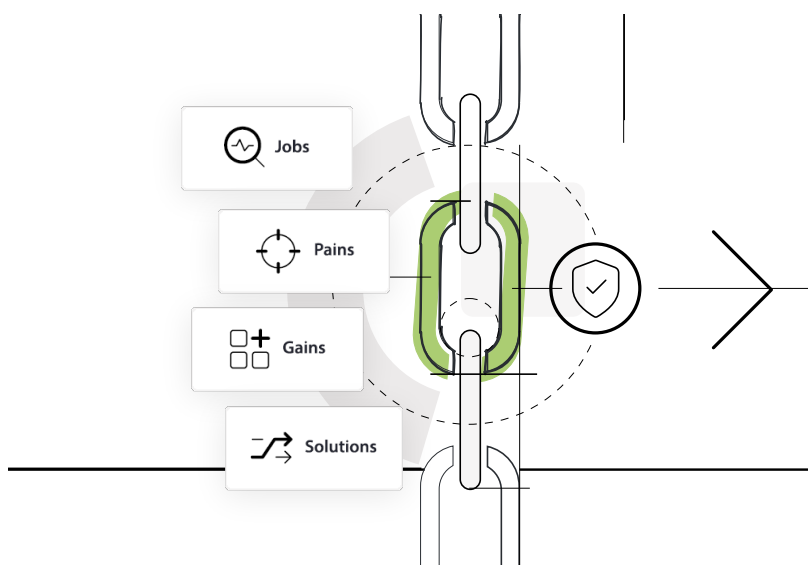
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## HONE YOUR MESSAGING

*A Workshop | In-Person or Online*

### VALUE PROPOSITIONS

*Crafting compelling value propositions is crucial for any business. They showcase your business's unique benefits and address what customers need, want to avoid, and want to achieve.*



→ This workshop will guide you through the process of creating solid propositions that can set your services apart from competitors, improve your marketing, and boost your sales.



#### YOUR CUSTOMER'S JOBS

To establish your 'jobs to be done' you must identify the tasks your customers aim to complete, the problems they need to solve, and the needs they want to meet.



#### YOUR SERVICE SOLUTIONS

Create a map that demonstrates how your services solve real customer problems and meet their needs, connecting the dots between their "jobs to be done", pain points, and desired outcomes.



#### INNOVATE PROPOSITIONS

Learn how to identify opportunities to create value, brainstorm ideas to evolve and improve them, and match customers' jobs, pains, and gains with your pain relievers and gain creators.

# 6

# DEVELOP A MESSAGING FRAMEWORK

*A Workshop | In-Person or Online*

## BRAND NARRATIVE

*A brand narrative shapes your marketing and communications strategy. It's not a script to be repeated verbatim. You must interpret it and tailor it to your customers' individual situations.*

- A robust and cohesive brand must stand for something. Your brand persona, values, and purpose are the foundation of your story. You establish the DNA that must run through everything you say or show.



### BRAND PILLARS

Brand Pillars are characteristics and core values that help define your company's identity and personality. They help develop the brand story and organise its messaging for the audience.



### BRAND PERSONA

Creating a clear brand persona is vital. It helps attract and retain clients and staff. It demonstrates your reliability and excellence, helping your brand connect with customers.



### BRAND STORY

Define the change customers need from you. Hone the problem you solve for them. Show empathy. Establish your authority. Introduce a plan to make them heroes in your story.



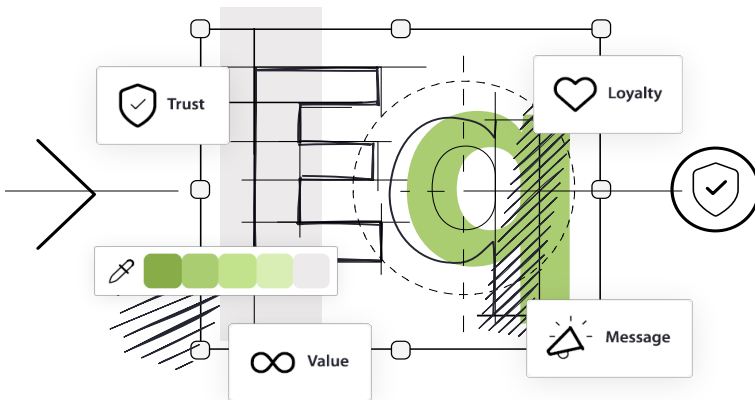
# 7

# GROW YOUR DIGITAL REACH AND IMPACT

A Workshop | Online

## BRAND IDENTITY

Your brand identity is compiled from a collection of elements that culminate to create a feeling about your business. A strong B2B brand will match its buyers' needs, interests, and challenges.



- In addition to customer needs, focus on operational excellence. Incorporating advanced practices and maintaining high standards across operations helps build trust and distinguish your business in a competitive market.
- Your brand identity includes how your company looks, feels, and communicates. This must be true across all channels. It creates a clear image that reflects your values and aims and sets you apart from competitors.



### TONE OF VOICE

Your brand is not just about what you say but how you say it. Your 'tone of voice' should reflect your values, connect with your target audience, and be consistent across all channels.



### BRAND PROMISE

Outline the consistent experience customers can expect. Highlight your brand's intangibles: innovation, quality, sustainability, ethics, and communication. These can set you apart.



### VISUAL IDENTITY

Extend your digital brand and enhance its impact. Your logo, colours, and typography are integral to a design style that should mirror your brand's identity and beliefs. Consistency builds trust.



# DEFINE YOUR CUSTOM PLAN

Surveys | Research | Workshops

## WHAT YOU GET



Six Workshops



Research & Analysis



Brand Framework



Online or in-person



4-Week Programme

## THE PLAN

This tailored strategy aims to elevate your market standing while enhancing your marketing, sales, and customer service efforts. We distill our extensive findings into key deliverables, securely hosted on a dedicated microsite.

This user-friendly platform ensures round-the-clock access to your brand plan, allowing easy downloads and sharing capabilities for seamless collaboration and implementation.

## THE PRICE **£19,200\***

\*This price is a 20% discount on the full price of £24,000 which is the price you would pay if you booked workshops individually.

How to Book



## NOT SURE YOU NEED IT?

### GET YOUR GROWTH CONFIDENCE SCORE

Answer 20 quick questions about your growth strategy to receive immediate feedback and practical tips for scaling your contract manufacturing firm.

Get my Score

