

# Product Positioning and Customer Profiles

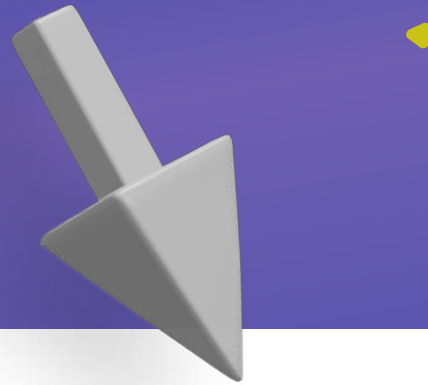
Learn how to nail down your positioning by a thorough analysis of your competitive landscape with real and authentic customer research.



launch mappers

# Introduction and Overview

## How to use this document



- ◆ In today's overly crowded marketplace, differentiation has never been so important and yet so overlooked. Understanding your customer profiles and how to position your product within the wider market is crucial.
- ◆ Try not to use this document to list the customers who you think would be good for your business.
- ◆ Think about the ones who will benefit the most from your solution.
- ◆ The reason is that it will be much easier for you to own one segment of the market and become the market leader than fighting against competition where they're currently operating.
- ◆ Try to think about how you can adapt your product and message to 1 or 2 market segments. Use this document to find the opportunities to market your product.

## Example

### Yellow Tail Wine

- To enter the US market (where wine-drinkers accounted for 20% of the overall alcohol drinkers), Yellow Tail decided to focus its entire strategy on people who did not drink wine historically.
- This allowed them to be the only wine company focusing on 80% of the market while hundreds of wine companies were competing for the remaining 20%.
- Guess what? They are an incredibly successful, profitable company.
- **Lesson: think about the untapped opportunities you can find within the global market.**

## Competitive Landscape tab:

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- ▼ To use the competitive landscape tab, identify at least 4 competitors to make the analysis relevant.
- ▼ List all the features that make your product outstanding.
- ▼ Add all the market specificities you have or that your competitors have. For instance, following the Yellow Tail Example, they would list "Targeting Wine Drinkers" and "Targeting non-wine drinkers."
- ◆ **This will help you to visualise how to find your product's niche and where you will need to focus your growth strategy.**

## Specific ICP tab:

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- ▼ Once you've understood your competitive landscape, list the different customers' niche you are going after.
- ▼ This should be directly correlated to the different elements you have previously found."
- ▼ *We want to remind you again that in the first part of these tabs, above the "Key Messaging" section, you should not be focused on your product rather your customers' needs, goals and challenges.*
- ◆ **You will be able to create key messaging once you've understood your customers and your different elements.**

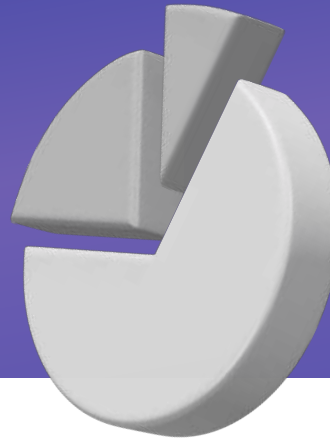
## General ICP tab:

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- ▼ Have you defined your specific customer profiles? Great! This will help you in creating powerful sales and marketing material like landing pages for these ICPs.
- ▼ Now comes the last part, the general ICP section. Surely, the most difficult one.
- ◆ This will help you in creating your website copy on your homepage. Since you've dug into specific use cases, you can now move up the ladder and understand how all potential customers should see and understand your product.

**Good luck! We'd be happy to support you in this process.  
Just reach out!**

# Competitive Landscape



Scoring: from 0 to 10

Companies \ Features	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5
Your Company					
Competitor 1					
Competitor 2					
Competitor 3					
Competitor 4					

Description: go further in explaining the scoring differences

Companies \ Features	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5
Your Company					
Competitor 1					
Competitor 2					
Competitor 3					
Competitor 4					



## Key Messaging

Your company is better at feature 1 because \_\_\_\_\_

Your company is better for ICP1 because \_\_\_\_\_

Your company is better for ICP2 because \_\_\_\_\_

Your ICP1 will accomplish X with your company \_\_\_\_\_

# Creating an ideal customer

ICP1 = Specific



## ◆ We provide customers:

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Be focused on your customers. Try not to mention your product as much as possible. Your objective is to understand your customers so that you can properly position your product concerning their goals and problems.

## ◆ Client characteristics

### Demographic information

(ie. age, education, job title)

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### What do they want to accomplish

(ie. regardless of your product)

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### What are their main problems / challenges

(ie. regardless of your product)

---

### I can prevent {this} from happening

---

### I can solve {this} problem

---

### I can create

---

### Decision making process

(ie. when and why do they start a buying process)

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### How to best find them

(ie. social media, press, network, communities etc...)

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# Creating an ideal customer

ICP2 = Specific



## ◆ We provide customers:

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Try to first dig into your specific customer profiles. For most early-stage startups, there should be at the very least 2 or 3. What you want to accomplish is finding key messaging that will resonate with these people in any sales/marketing conversation.

## ◆ Client characteristics

### Demographic information

(ie. age, education, job title)

---

### What do they want to accomplish

(ie. regardless of your product)

---

### What are their main problems / challenges

(ie. regardless of your product)

---

### I can prevent {this} from happening

---

### I can solve {this} problem

---

### I can create

---

### Decision making process

(ie. when and why do they start a buying process)

---

### How to best find them

(ie. social media, press, network, communities etc...)

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# Creating an ideal customer

ICP3 = Specific



## ◆ We provide customers:

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Once you've worked on several specific customer profiles, move up the ladder and work on a more high-level value proposition. You can't work on it if you don't understand who the product is for and what they will want to accomplish with it.

## ◆ Client characteristics

### Demographic information

(ie - age, education, job title)

---

### What do they want to accomplish

(ie. regardless of your product)

---

### What are their main problems / challenges

(ie. regardless of your product)

---

### I can prevent {this} from happening

---

### I can solve {this} problem

---

### I can create

---

### Decision making process

(ie. when and why do they start a buying process)

---

### How to best find them

(ie. social media, press, network, communities etc...)

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