



Competitive Positioning Template

Three Ways to Create a Positioning Map

1 SEGMENTATION MAP, TWO AXIS

Determine two measurable dimensions or determinant attributes (can be quantity or quality) that will indicate who competes closest to you. A quantifiable axis may be revenue or site visits. A qualitative metric may be perception in the marketplace.

2 POSITIONING MAP, 3-4 VARIABLES

Process is similar to the segmentation map, but instead of plotting points with “dots,” you utilize shape to show a second dimension. These can sometimes be called, “bubble maps.” You may plot price and age demographic (both low to high), then each dot is a different size representing company revenue, or vary in color.

3 COMPETITIVE LANDSCAPE MAP

This map is designed for companies with a diverse product offering who compete with many different types of companies. For example, Facebook competes with Google, Twitter, and Instagram.

PROCESS

To segment the competitors, follow a 3 step process:

1. Identify attributes
2. Gather and organize data
3. Segment

Why do we segment competitors?

- Segmenting competitors enables you to perceive and take advantage of differences between product offerings to better meet the needs and increase the conversion of customers visiting your site
- A segmentation of competitors will help indicate what currently drives success in the industry and may lend insights into your company's unique value proposition

STEP ONE

Step 1: Identify Attributes

- To begin segmenting competitors, you must identify which attributes of your product offering are determinant attributes
- A determinant attribute must:
 - Help customers differentiate between competitors (i.e. value presentation)
 - Help customers determine product offering they prefer
 - Relevant data may help illustrate current customer preferences (i.e. traffic levels)
- Basically, a determinant attribute must help customers determine their preference OR illustrate the preference of current customers

STEP ONE

Step 1: Identify Attributes

- Choosing the determinant attributes
 - Traditionally when conducting a competitive analysis, we try to narrow down the potential determinant attributes to the two that the target consumer may value the most or that are indicative of current success of the competitor
- Example attributes:
 - Traffic Volume - Good indicator of current success and popularity
 - SimilarWeb - provides an estimate of current traffic volume
 - Alexa - provides a traffic ranking compared to other sites
 - Revenue
 - Price
 - Value Presentation - Helps customers differentiate between competitors and is a good indicator of a competitor whose analysis will yield valuable insight
- BUT... These attributes are not always relevant or available and therefore we must often look for other attributes to examine

STEP TWO

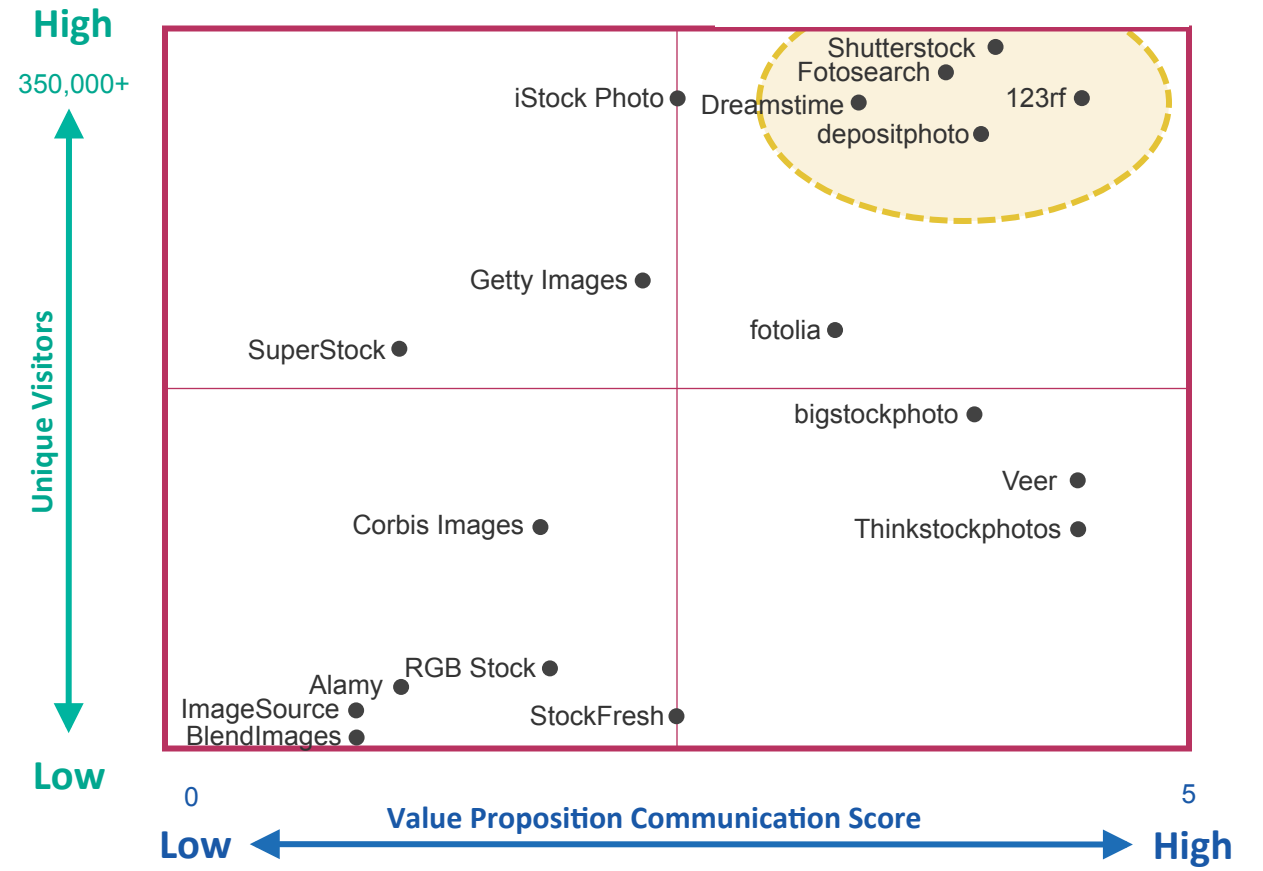
Step 2: Gather and organize data

- Segmenting by quantitative attributes such as traffic or revenue is straight forward
- But to segment by value presentation, you must first evaluate the value presentation score
- To determine value presentation score, rate 3 factors on a scale of 1-5. The total of the 3 is the value presentation score
 - Exclusivity: unique benefit(s) no other competitor offers. Why should someone buy from you? i.e. Price advantage, simplicity of service, award winning service, etc.
 - Credibility: Using either third party sources to validate claims (testimonials, awards, etc.) or quantitative data and proven track record, to strengthen argument
 - Clarity: Demonstrating value and credibility in clear and concise manner that effectively communicates to the user. User can digest value content quickly and efficiently.

SEGMENTATION MAP, TWO AXIS

Observations

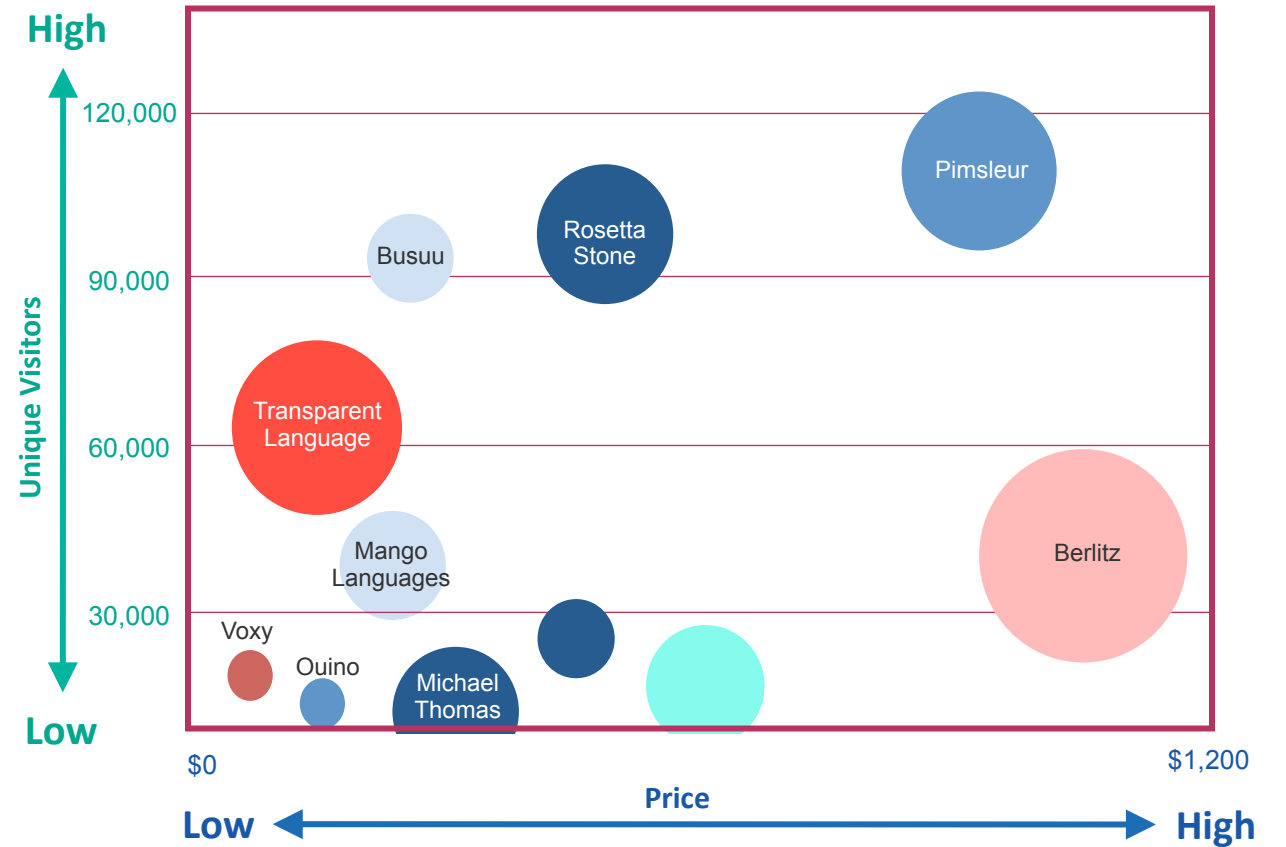
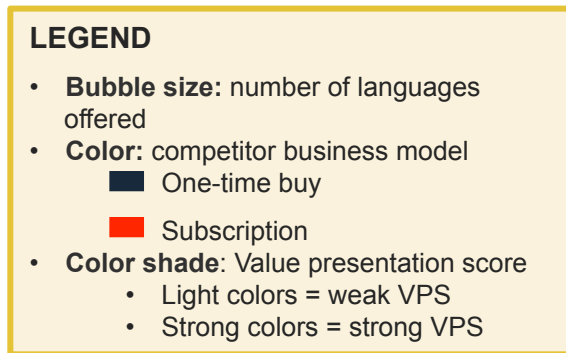
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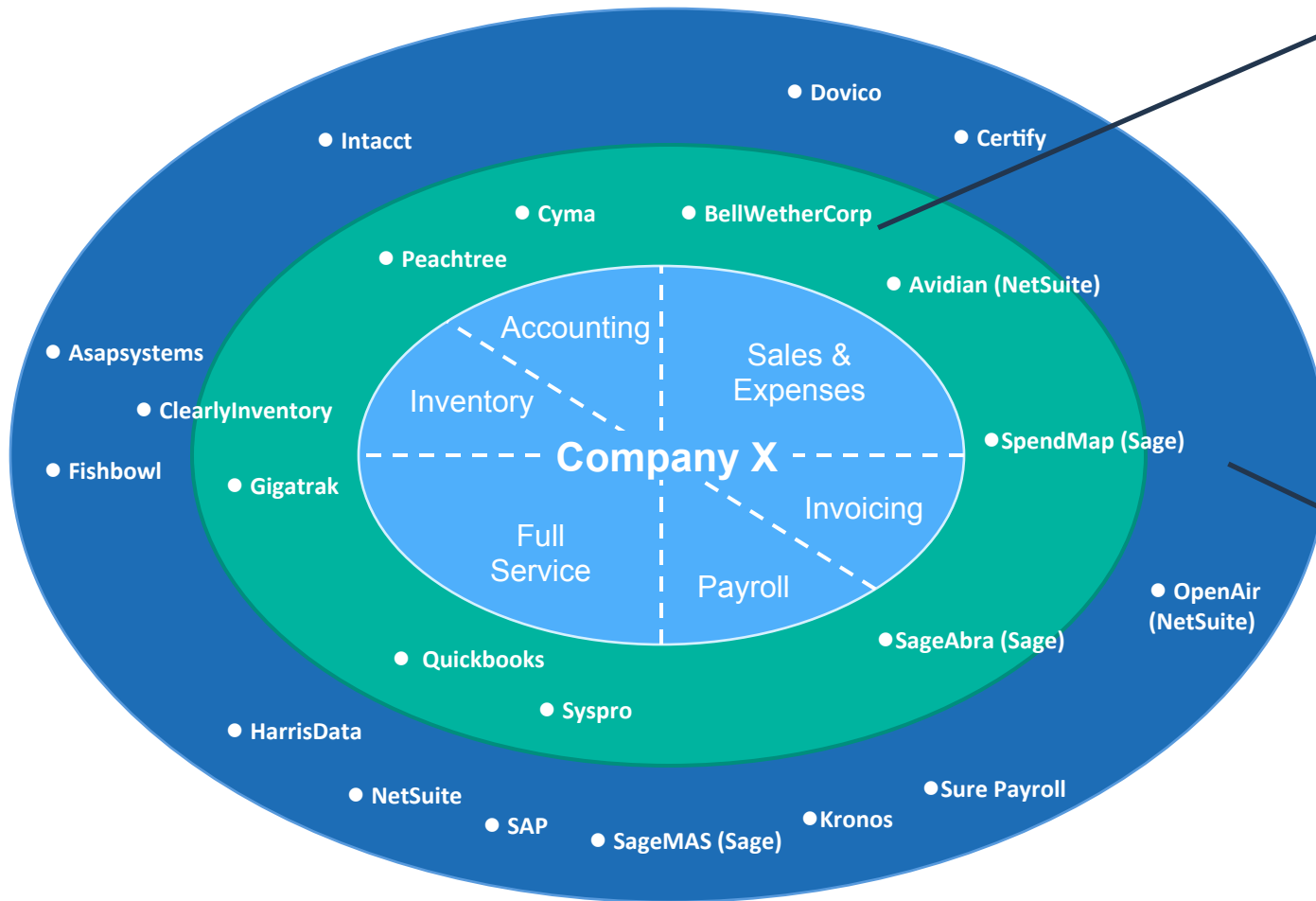
POSITIONING MAP, 3-4 VARIABLES

Observations

- Point of analysis
- Point of analysis
- Point of analysis
- Point of analysis



Competitive Landscape Map



Direct Competition

- Point of analysis
- Point of analysis
- Point of analysis
- Point of analysis

Indirect Competition

- Point of analysis
- Point of analysis
- Point of analysis
- Point of analysis