21 Great Brand Positioning Strategies

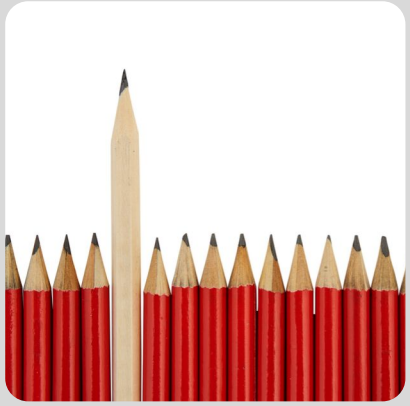
1. Provide legendary customer service that make customers want to repeat the experience

2. Make products or services that break a well-established myth

3. Make craftsmanship your strategy

4. Focus on human-to-human interaction and offer personal experience

5.Be unique and different



6.Provide simplicity and super easy to use products

7. Create a valuable blog that empowers your audience

8. Offer products and solutions that help people see their self-worth

9. Offer remarkable speed. Do something faster than the competition

10. Provide reliable products and services

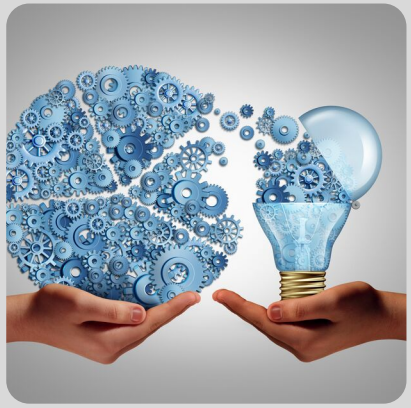
11. Bet on creativity and have a creativity-oriented company culture

12. Go green and run an environmentally friendly business

13. Offer unmatchable guarantee

14. Use your audience' emotions as a basis for your branding

15. Look at honesty in terms of brand differentiation advantage



16. Create and offer innovations

17. Attract and retain talents (top talent branding)

18. Create a compelling brand storytelling

19. Offer irresistible promotions

20. Be the first and offer products that people have never heard before

21. Empower customers to do their best

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