Session 10

5.5. Positioning

5.5.1. Identifying differences

Not all companies are in favor of positioning based on a single feature or benefit, in this case the companies must decide how many differences, benefits, and features will promote or manage a specific message

5.5.2. Promote differences

To promote the differences is important to cover the standards:

• Superior

• Important

• Distinctive

• Exclusive

• Affordable

• Profitable

5.5.3. Positioning Communications

If the company has the exactly positioning, the company has to transmit the positioning effectively through all aspects of the marketing to the customers.

The term "strategic communications" has become popular over the last two decades. It means infusing communications efforts with an agenda and a master plan. Typically, that master plan involves promoting the brand of an organization, urging people to do specific actions, or advocating particular legislation.

Why strategic communications?

The field of 'communications' is broad, encompassing professionals who create news or want to push information to the public (public relations, public information, marketing), people who deliver news and media to the public (journalists, audio and video producers, public speakers, educators), and people who study the interplay of media and society (researchers).

Strategic communications fuses the "pushing" and the "delivering." According to Shayna Englin, who teaches public relations and corporate communications at Georgetown, "being strategic means communicating the best message, through the right channels, measured against well-considered organizational and communications-specific goals. It's the difference between doing communications stuff, and doing the right communications stuff."

Several factors spawned the field:

New methods of outreach — there are now many more avenues available to reach the public than the now-crumbling empires of advertiser-sponsored newspapers, magazines, and television. For example, a scientific or arts organization might simultaneously pitch stories to journalists, write a blog for the public, and post to Facebook and Twitter.

Consistency & coordination — there is a greater need for consistency between departments, since the public can easily Google anything online. More coordination is also needed, as the same communication channels (e.g., Facebook) are useful for education, marketing, education, advocacy, fundraising, etc., and organizations need to strike a balance between getting out important messages and also attracting readers.

More professionalism — Also, there is a problem of amateurs running amok. Just as desktop publishing allowed anyone with a PC to make a newsletter or magazine; the Internet de-professionalized communications. The first generation of web sites in the 1990's were created by tech departments and kids (not communications professionals), and the first generation of Tweets and blog posts were typically made by young staffers. ('Let's have the intern start our Facebook page!')

Against this ever expanding variety of media, and low barriers to entry, it was easy to waste resources or embarrasses an organization. Unstrategic communication became more common. Sure you got a lot of hits, impressions or followers, but so what? Executive management wanted their communications to accomplish more concrete goals