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consumer ... Brand positioning is essential because it helps you to differentiate your product or service from another. As a brand, you have to show your target audience what you do and make them believe in it. Positioning is the process of creating a distinct mental position or image of a product or a service in the mind of the customers as compared to other brands in the market. Nov 7, 2024 · Learn how to improve your positioning in marketing. We cover the benefits of positioning, types of positioning, examples, how to create a positioning strategy. Mar 15, 2026 · Positioning is the act of deliberately defining how your product or brand occupies a distinct place in the mind of your target customer relative to alternatives. Jun 11, 2025 · What does positioning mean in marketing? A positioning strategy is a set of

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