



RESPOND → PLAN → RETURN STRONGER



Marketing Strategy: Positioning to Win

PRESENTED BY

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Tim Manning



- Marketing strategist with 30+ years leading marketing
- Fortune 100 - startup
- 8 B2B tech startups - one textbook exit
- Industry agnostic, growth-focused
- Finance-trained; marketing impassioned
- 63 years old – young in mind!
- Married 36 years. 4 Children. 1 Grandson.
- Athletic yet aged: cycling, skiing, teaching karate to kids
- Growth Evangelist & Founder – GrowthShift (est. 2016)
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Marketing = **Growth**





27,259



“What makes these failures particularly painful is not just the economic damage done to individual employees, companies, and investors; they are also a colossal waste of our civilization’s most precious resource: the time, passion, and skill of its **people.**”

— *Eric Ries, The Lean Startup*



David & Goliath





“What is exciting is to see startups succeed and change the world. The passion, energy, and vision that **people** bring to these new ventures are resources too precious to waste. We can and must do better.”

— *Eric Ries, The Lean Startup*







Or is marketing more fundamental?





“The purpose of business is to create a customer... and the enterprise has two basic functions; **marketing** and innovation.”

— *Peter Drucker*



Positioning

“The heart of every good marketing strategy is a good **positioning** strategy.”

— *Regis McKenna*





What is **positioning**?

“Positioning is not what you do to a product, it’s what you do to a customer’s mind.”

— *Al Ries, Jack Trout*



Why is positioning **important**?

“Positioning is the single largest influence in the buying process.”

— *Geoffrey Moore*



What is **category**, why is it important?



“Customers cannot buy unless they know what category of solutions to look under.”

— *Geoffrey Moore*



How do I **apply** to
my business?

For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary competitive alternative), our product (statement of primary differentiation).

— *Geoffrey Moore*



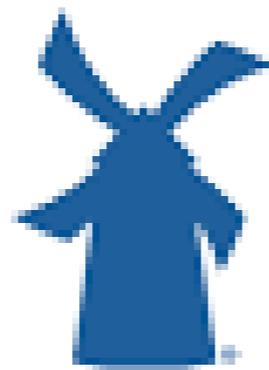


Why bother with **positioning**?

- Increase revenue
- Raise capital faster
- Beat competition
- Attract and retain talent



Case
Study



DUTCH BROS[®]
Coffee



Marketing = **Growth**

"I believe marketing is the most powerful force available to people who want to make a change."

– *Seth Godin*



Recommended **reading**:

- Positioning: The Battle for your Mind. Al Ries, Jack Trout
- The Brand Flip. Marty Neumeier
- Building a Story Brand. Donald Miller
- How Clients Buy. Tom McMakin, Doug Fletcher



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