Reverse Positioning

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Reverse Positioning

Reverse Positioning is a marketing strategy in which for a brand to cause awareness, or consumer appreciation, is the primary goal, instead of moving the buyer to purchase a specific product.

Reverse positioners ideology

Customers do want something more than the baseline product, they don't necessarily want an endless parade of new features.

Elements defining Reverse Positioning

- Connecting with prospects on an emotional level, as opposed to traditional marketing tactics.

- Committing your strategy to honesty and integrity above traditional marketing.

- Allowing new prospects to find your brand online without relying on marketing ads or actively seeking their purchase.

- Evaluating who your target audience is and what matters most to them.

Reverse Positioning Process

Step 1: Firms make the heretical decision to step off the augmentation treadmill

Step 2: Shed product attributes the rest of the industry considers crucial.

Step 3: Product returns to its baseline state

Step 4: Reverse positioners supplement the stripped-down product with one or more carefully selected attributes

Step 5: Product assumes a new competitive position within the category and ***moves backwards from maturity into a growth position*** on the life cycle curve

Reverse Positioning Strategy

Reverse Positioning Strategy

1. Evaluate your target audience and what's important to them.
2. Evaluate your business's image and how you can align business goals with your audience's.
3. Let consumers know your commitment to this value or values.

HubSpot

Can reverse positioning be used in b2b marketing?

❖ Reverse positioning strategy not only works for b2c companies, but this **strategy holds value for b2b** as well.

❖ B2B marketers can focus more on building brand loyalty and encouraging prospects and customers to continue to support their brand.

❖ Larger b2b companies practice this strategy with their supply chain management.