

# 5 frameworks product marketing managers can use to find product positioning.

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# The Value Proposition Canvas

The Value Proposition Canvas helps to identify the core value(s) of a product and aligns it/them with customer needs and pain points. It consists of two main components: the Customer Profile and the Value Map. The Customer Profile focuses on understanding the customer's jobs, pains, and gains, while the Value Map outlines the product's features, benefits, and how it addresses customer needs. By analyzing the interactions between these elements, product marketing managers can identify unique value propositions and position the product accordingly.

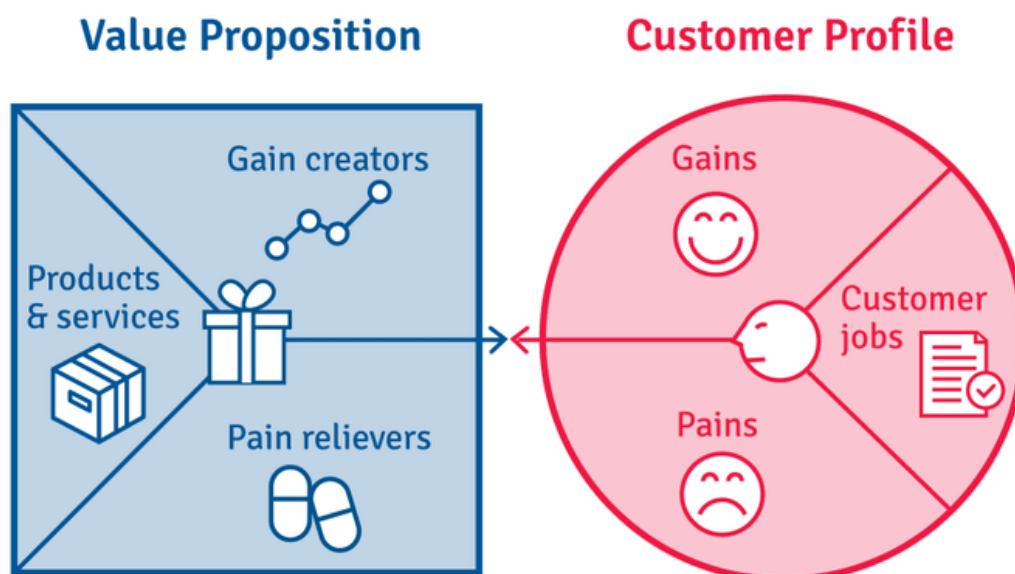


Image source: <https://www.b2binternational.com/wp-content/uploads/2018/03/value-proposition-canvas.png>

# The Perceptual Positioning Framework

This framework helps to define a product's position relative to existing competitors in the market. A perceptual positioning map, also known as a positioning map or a perceptual map, is a visual tool used to understand and represent how consumers perceive different products within a market. It helps product marketers analyze the competitive landscape and identify opportunities for differentiation. It involves assessing various positioning dimensions such as target market segments, customer needs, competitor offerings, and points of differentiation.

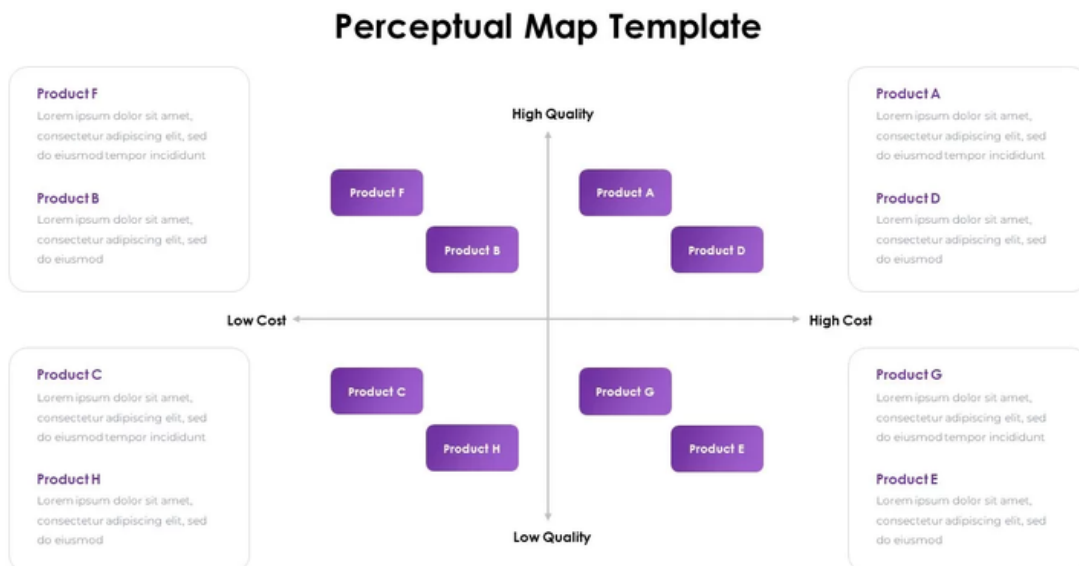


Image source: <https://slidebazaar.com/wp-content/uploads/2022/09/perceptual-map-template-jpg.webp>

# The Jobs-To-Be-Done (JTBD) Framework

The JTBD framework focuses on understanding the underlying motivations of customers when choosing a product. Instead of solely examining demographics or traditional segmentation, this approach looks at the specific job or task the customer is trying to accomplish. By identifying the customer's "job" and the desired outcome, product marketing managers can position the product as the ideal solution for that particular job, highlighting its unique benefits and features.

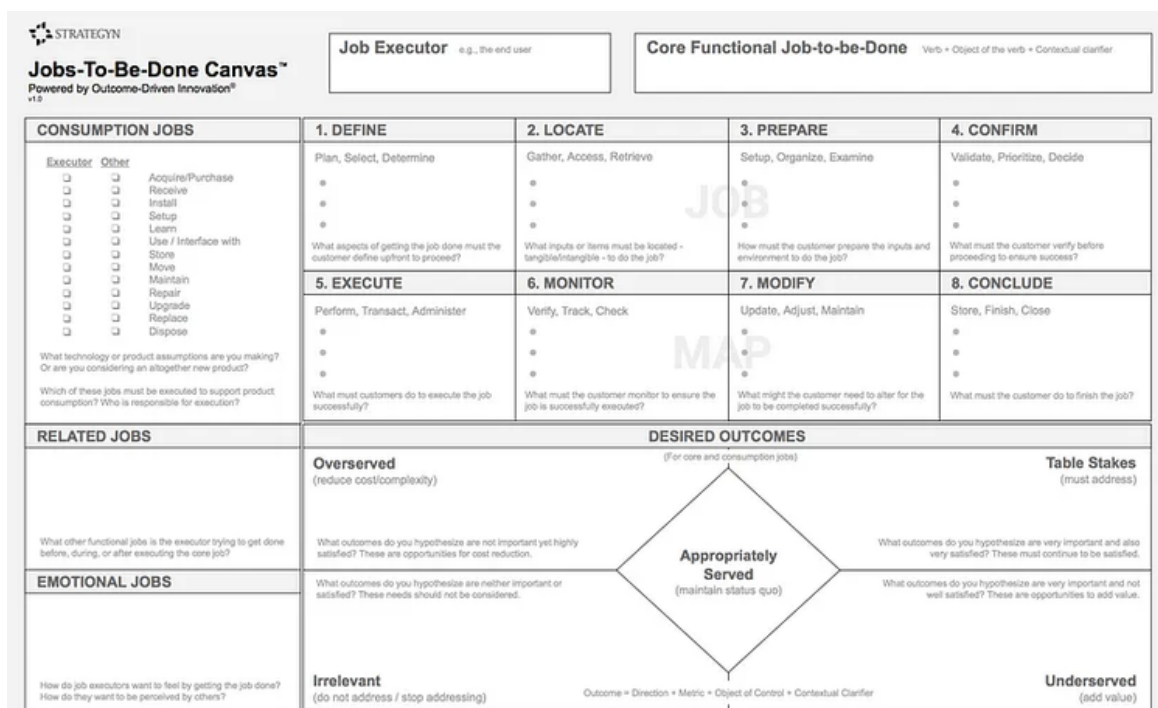


Image source: <https://jobs-to-be-done.com/the-jobs-to-be-done-canvas-f3f784ad6270>

# The Competitive Analysis Framework

Conducting a comprehensive competitive analysis is essential for effective product positioning. This framework involves researching and analyzing the strengths and weaknesses of competitors, their value propositions, target markets, pricing strategies, distribution channels, and marketing tactics. By understanding the competitive landscape, product marketing managers can position their product to emphasize its advantages over competitors and identify opportunities to differentiate it.

**Competitive Analysis Framework**

		Competitor 1	Competitor 2	Competitor 3
<b>Company Specific</b>	# of employees			
	Founded			
	Funding			
	Investors			
	Acquisitions			
	# of customers			
<b>Target Customer / Message</b>	Strengths / Weaknesses			
	Product			
	Primary Buyer / decision-maker			
	Secondary Buyer			
	Target Customer			
<b>Product Specific</b>	Messaging			
	Product Features			
	Pricing			
	Free Tier (?)			
	Customers			
	Product Strength			
	Product Weakness			
<b>Positioning</b>	Customer Reviews			
	How to Win			
	Why Customer should chose us			

Created by Myk Pono / @myxys

Image source:

<https://www.mykpono.com/content/images/2018/08/competitive-analysis.png>

# The Story Telling Framework

Storytelling is a powerful tool for product marketing managers to create compelling narratives around their products. This framework involves crafting a compelling and relatable story that resonates with the target audience. The story should highlight the product's unique value proposition, benefits, and real-world applications. By presenting the product in a memorable and engaging way, product marketing managers can effectively position it in the market.

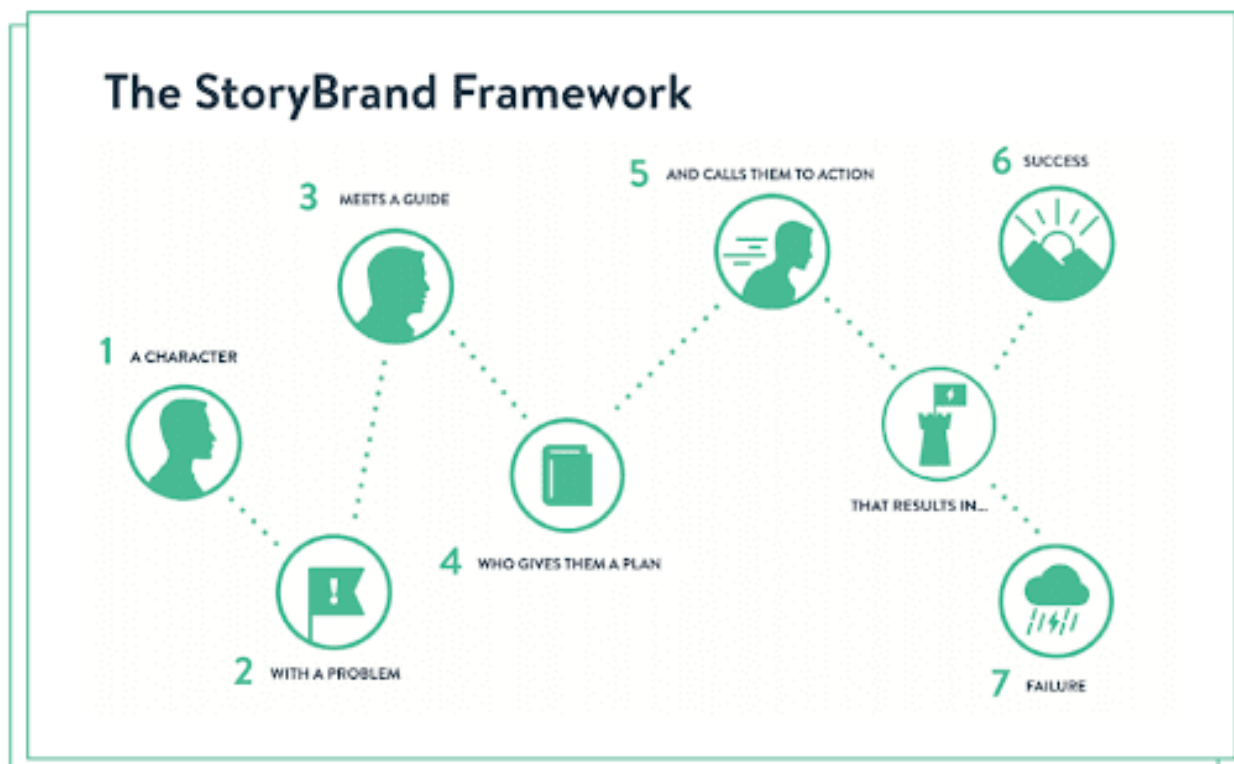


Image source: <https://forgeandspark.com/5-story-frameworks-for-better-brand-storytelling/>



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