

Download Messaging And Positioning Guide

What is Brand Positioning? Put simply, brand positioning is the process of positioning your brand in the mind of your customers. Brand positioning is also referred to as a positioning strategy, brand strategy, or a brand positioning statement. Branding is a marketing strategy that involves creating a differentiated name and image -- often using a logo and/or tag line -- in order to establish a presence in the consumer's mind and ...From A to B. Due to GPS' failure to work indoors, the need for a distinct Indoor Positioning system was born. That and the increasing complexity of buildings. When visiting a building (airport, office building, exhibition hall, hospital etc.) for the first time, orientation may be difficult. Direction signs and static plans often don't provide the help you need to find a specific location ...DOWNLOAD hundreds of plans for these marketing activities at www.MarketingMO.com. SHARE this ebook: Introduction "It was the best of times, it was the worst of times . . ." Charles Dickens, A Tale of Two Cities The Internet has fundamentally changed the marketing function, causing the greatest shift in the field since the inven-