

Marketing Secret – Optimal Positioning Theory

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Written by Focused Impact Media Group

Commercial organizations, as with all living entities, are motivated by their instinct to survive. One tactic organizations use to ensure survival is to capture as much market share as possible. The top method used by professional marketers is to first identify, then achieve, the optimal positioning within the marketplace. Doing so will significantly enhance an organization's probability of success in its Darwinian quest for market dominance.

Over 2500 years ago, the great strategist Sun Tzu, pontificated that the ground (i.e., positioning) was the basis of all competition/conflict. Where the victor, among other factors, was determined primarily by the ground they held. Sun Tzu also believed that it is best to first identify and acquire the optimal ground, then hold this position and persuade the opposition to come to you. This strategy offers many benefits. First, a focused-impact can be harnessed by channeling the energy saved from maintaining ground, secondly, it affords one the knowledge and familiarity of their own positioning.

Professional marketers acknowledge the importance of this marketing strategy by first researching the marketplace to identify, then achieve, the optimal positioning. This marketing method significantly enhances and clearly communicates the marketing message while conserving the organization's energy and resources. For more information on identifying your organization's optimal positioning log onto <http://www.focusedimpact.com> today.

Bonus: Auto-racing's pre-qualifying runs are used to determine driver ranking/ placement during the actual event. The best qualifying times receive the best positions near the front of the track. The #1 qualifying time receives the coveted pole position. Being at the top of the line-up provides obvious strategic & tactical advantage. Ensure your organization benefits of this closely guarded marketing secret.

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