

# Study on the Position of Brand Positioning in Marketing Strategy

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**Abstract:** Brand positioning can provide consumers with specific product information according to brand image and help consumers choose brand products that meet their purchase needs. Through the comprehensive analysis of consumers and customers and the accurate positioning of the company's brand, each brand company selects the target consumer market suitable for the brand, so that the brand positioning can fit the target market. This paper focuses on brand positioning in marketing strategy and puts forward practical strategies to help enterprises improve brand influence. In the research process based on the concept of brand positioning, brand positioning analysis can determine marketing strategy, consumer groups, corporate interests and brand strategy so as to provide reference for relevant staffs to improve enterprise market share.

**Keywords:** Brand Positioning; Marketing Strategy; Strategic Position

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## Introduction

Under the background of the progress of the times, enterprises are facing fierce market competition. The main problem faced by most enterprises is how to expand their influence. At this stage, the similarity of Chinese products is higher and higher, and the product price does not completely affect consumers' purchase behavior. In terms of competition, only through the implementation of brand strategy can enterprises win the trust of consumers, if they want to stand out in the fierce market competition. Therefore, enterprises must improve product quality, build brands and adopt scientific and reasonable marketing methods to improve brand awareness and fully reflect the value of brand positioning.

## 1. The Meaning of Brand Positioning

In modern society, marketing plays an important role in the development of enterprises in various fields. It can provide strategic value for enterprises and promote the sustainable development of enterprises.<sup>[1]</sup> With the development of time, independent brands also need innovation, deepen the general understanding of corporate culture and brand and understand the positioning of brand, so as to attract more customers. Brand marketing and positioning belong to the relationship of mutual benefit promotion. You can determine the brand positioning first and then formulate the marketing strategy, or you can try to formulate the marketing strategy before positioning the brand. Brand marketing and positioning are beneficial to each other. You can determine the brand positioning first and then formulate the marketing strategy, or you can try to formulate the marketing strategy before positioning the brand. No matter which work to do first, we need to constantly adjust their positions in the development process, so as to keep up with the development process and improve the economic benefits of the enterprise over time. Brand positioning plays an important role in enterprise marketing. Making full use of brand value can improve the economic level of enterprises and promote the long-term development of enterprises. However, in practical work, we should pay attention to comprehensively analyze various influencing factors in combination with the company's product characteristics, target population and industry conditions, so as to improve the marketing effect.

## 2. Brand Concept and Effect

Most consumers believe that a brand is a unique expression that distinguishes a company from other companies. Therefore, consumers identify the level of services and similar products through the brand. More specifically, brand is consumers' understanding, association and perception of the company and products. It is the result of consumers' processing

of the company's information and comprehensive analysis of products. For example, when consumers hear about the brand: Toyota, their first reaction is a Japanese car brand with deeper history and better quality. Therefore, the brand will certainly have a far-reaching impact on consumers' memory as long as the brand is gradually established. It can be seen that the brand has a strong sustainability feature, which makes the brand have a stable marketing effect after its formation. For most consumers, as long as the product or company expresses itself, it creates a brand effect. In addition, brand benefits can not only bring popularity and influence to products and enterprises, but also create economic benefits, accelerate product marketing and enhance product added value.

### **3. The Position of Brand Positioning in Marketing**

#### **3.1 Having a Direct Impact**

A company's marketing strategy can be divided into several marketing strategies for better implementation. For the company, the success of product sales directly affects the company's economic benefits. The company needs to formulate a product marketing strategy in line with its own objectives. Changes in the market environment and the company's overall strategic objectives play an important role in promoting the company's long-term development. The product penetration strategy of an enterprise should not only be reflected in functions, characteristics and benefits, but also include culture, image and brand into the strategic planning, correctly guide the organization and marketing, and enable the enterprise to correctly position the brand. It makes the company develop in the right direction and create the right value. For enterprises, brand positioning is very important in implementing brand strategy and shaping organizational culture. Due to different brand positioning, the brand culture is also different. Enterprises need to formulate long-term brand positioning according to product characteristics and specific conditions.

#### **3.2 Determining Marketing Strategy**

In order to ensure the scientificity of enterprise marketing, market research should think from the perspective of the company's long-term development, analyze the marketing strategy process, and formulate strategies in line with the company's actual situation. Brand social response, all-round strength and after-sales guarantee have a direct impact on marketing work and different work contents have different effects. Brand positioning is an important part of it. It is not only the positioning of products, but also has a decisive impact on the future development of the company.

#### **3.3 Determining Consumer Groups**

Marketing focuses on consumers. Due to the differences in product quality and performance, they encounter different consumer groups. The performance of most products in the market is the same. Homogeneous products increase the difficulty of enterprise sales, so that their products can not be effectively spread. At this time, in order to highlight the company's products, enterprises need to take reasonable steps to position the brand, create a unique brand, and let consumers think of the brand as soon as possible when buying goods. Enterprises need to produce products according to the needs of consumers, so as to realize the two-way consumption guarantee of products. The company adjusts product performance and brand positioning according to the situation of consumers, so as to realize a virtuous circle and produce products that meet the needs. Consumers will also have more matching.

#### **3.4 Determining Enterprise Benefits**

As the visual image of the enterprise in the eyes of consumers, the brand is symbolic and identifiable. People can remind enterprises of their services to people through brand identification services and products, such as Haidilao Hot Pot. The recognition of certain brands by the public or specific stakeholders can effectively improve the economic benefits of the company. For example, fans call Xiaomi "rice noodles" and call iPhone "fruit noodles". Consumers are more willing to pay for their favorite brands, which shows the impact of brands on the public. Brand is the intangible asset of an enterprise. It is easy to build a brand, but it is difficult to expand and strengthen a brand. Enterprises can start from social conditions and

business behavior, determine the brand positioning by pursuing the strategy of sustainable development, and promote it to the strategic level of the company, so as to ensure the interests of the company. Profits can reflect the company's market share, but products cannot be regarded as the main body of profits. Profit maximization should focus on strategy, scientifically locate the brand, analyze the needs of consumer groups and analyze and measure the brand status.<sup>[2]</sup> In addition, the impact of enterprise stability can not be ignored. Even if the brand reacts strongly to the market, it will be limited without long-term support. Therefore, brand positioning has the characteristics of continuity and long-term. Buying products is a short-term behavior. In order to achieve long-term profits, we must continue to maintain brand value and retain consumers.

### **3.5 Determining Brand Strategy**

In enterprise marketing, the brand strategy needs to do a good job in the actual content. The brand effect reflects the performance of the brand in the market which can intuitively judge the performance indicators. Therefore, enterprises should create a good position for the brand, formulate brand strategy, show people the brand image through various media, publish and promote the brand, so that consumers can even deepen their understanding of the brand. If they don't buy products, they can consider the brand in time when they need products. Like corporate advertising, it mainly uses the media to display product features and promote consumer shopping. Unique advertising can improve market awareness, and then combined with consumer feedback to improve brand strategy, stabilize market share and shorten product development time. This process allows the product to enter the consumer's home.

## **4. Brand Positioning Measures in Marketing**

### **4.1 Selecting Brand Positioning Mode**

In marketing, enterprises should choose a reasonable brand positioning model to improve marketing efficiency in order to deepen consumers' impression of products.

#### **4.1.1 Brand positioning based on product attributes**

Organizational brand positioning is based on product characteristics that can give full play to competitive advantages and product advantages. Although the positioning is unique, there are certain risks, which is not conducive to long-term competition. If the developed facial cleanser is mainly used for cleaning and degreasing, the product may be highly valued in a short time. Once the product with the same function appears, the market share will decline. Therefore, enterprises must strengthen R & D capacity, lead the industry and consolidate their advantages, otherwise the industry will catch up with and surpass.

#### **4.1.2 Brand positioning with brand particularity**

The company's brand has a special role and position, especially in the case of homogeneous products. It has unique characteristics. It can develop the brand position more carefully and endow it with its own characteristics.<sup>[3]</sup> Organizational culture and regional characteristics are closely related to brand characteristics. In brand selection, we should pay more attention to consumers' attitude. We can improve the public's awareness of the brand through brand service.

#### **4.1.3 Brand positioning based on consumer needs**

This model is closely related to the initial interests of the brand. For example, Passat's target group is middle-income group, Volkswagen Jetta's target group is low-income group, and Chanel's target group is mainly high-income group. It can be seen that although there are differences in product categories and functions, they all have accurate positioning and can help enterprises achieve business objectives.

## 4.2 Enhancing Brand Influence

Once the enterprise chooses the brand positioning mode, it must combine with the marketing strategy, innovate from multiple angles, improve the existing development mode, conduct a comprehensive market analysis in combination with the needs of consumers, reasonably ensure the economic benefits of the Party Working Committee and provide power for the development of the company. In this process, the first is to analyze the transparency of target consumers based on brand characteristics, optimize market positioning and obtain more common sense. For example, the brand positioning of health products is mainly aimed at the middle-aged and elderly people. They pay more attention to physical changes, which can expand marketing channels and improve consumption rate; Second, we need strengthen brand promotion. After determining the consumer group, you can use the information of the group and accept the habit of putting brand advertising. For example, the middle-aged and the elderly often use television to receive information. In advertising, they can combine advertising with attractive advertising, which can deepen people's understanding of products and be welcomed by the public.

## Conclusion

When enterprises formulate marketing strategies, brand positioning plays an irreplaceable role. Brand positioning has an important impact on the marketing of enterprise products and the ability to attract consumers. Enterprises need to strengthen brand positioning in marketing strategy to lay a good foundation for the long-term development of enterprises. This is also the key to improve themselves and compete. It can be seen that enterprises need to understand the necessity of brand positioning and preliminary definition in marketing in order to quickly promote the development of enterprises.

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