



# Practical Product Positioning: A foolproof framework for nailing your SaaS positioning

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# SAAS NORTH

@ SAAS NORTH

# PRACTICAL PRODUCT POSITIONING



A foolproof framework for nailing your SaaS positioning

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**WHO ARE YOU?**

## **POSITIONING:**

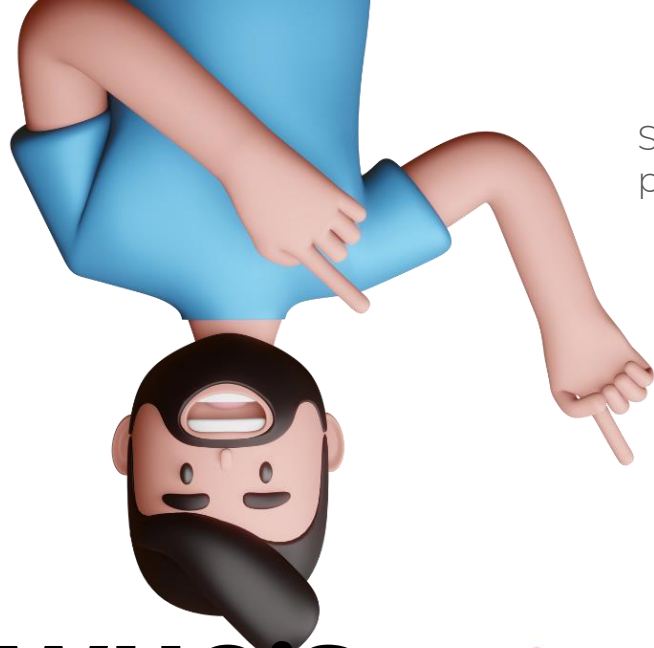
Enable your market to think accurately about what your product does, who it's for, and why.



**PRODUCT POSITIONING**

**=**

**MARKET PERCEPTION**



Sales is asking product

Marketing's asking the founder

The founder's asking sales

# WHO'S RESPONSIBLE?



SaaS Business Size

**Under 25**

Founder, Founding Team

SaaS Business Size

**Over 25**

Product Marketing



# THE POSITIONING INDEX



- A clear set of decisions that you can make at a high level
- An easy-to-understand document for your org
- Translatable to your website, sales assets, overall customer experience

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## Your Product Positioning

Who you're for

**Target Market Type**

**Target Market Segment(s)**

**ICP(s)**

Where you play

**Category**

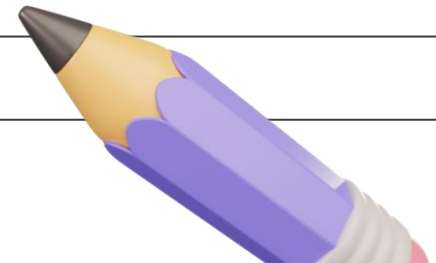
**Competitors**

How you win

**Point of Difference**

**End Benefit**

**Primary Value Type**



**WHO  
YOU'RE  
FOR**



|                |                                 | <b>Your Product Positioning</b> |
|----------------|---------------------------------|---------------------------------|
| Who you're for | <b>Target Market Type</b>       |                                 |
|                | <b>Target Market Segment(s)</b> |                                 |
|                | <b>ICP(s)</b>                   |                                 |
| Where you play | Category                        |                                 |
|                | Competitors                     |                                 |
| How you win    | Point of Difference             |                                 |
|                | End Benefit                     |                                 |
|                | Primary Value Type              |                                 |

## Target Market Type

- Who is using your product today?
- Who are you building it for?

**SMB:** *Less than 100 employees*

**Mid-market:** *100 - 999 employees*

**Enterprise:** *1000+ employees*

# WHO YOU'RE FOR



## Target Market Segment(s)

- What is the clearest, most high level segment of your market?
- What makes most sense for your business?

### Most common:

- Business Size
- Industry
- Revenue

# WHO YOU'RE FOR



## Ideal Customer Profile

- Who is getting the most value from your product?

### Attributes:

- Job title
- Team size
- JTBD/Goals/Pain points
- Buying process
- Budget/spend

# WHO YOU'RE FOR





# WHERE YOU PLAY



|                |                          | <b>Your Product Positioning</b> |
|----------------|--------------------------|---------------------------------|
| Who you're for | Target Market Type       |                                 |
|                | Target Market Segment(s) |                                 |
|                | ICP(s)                   |                                 |
| Where you play | <b>Category</b>          |                                 |
|                | <b>Competitors</b>       |                                 |
| How you win    | Point of Difference      |                                 |
|                | End Benefit              |                                 |
|                | Primary Value Type       |                                 |

## Category

- The primary frame of reference
- Start with the category your known in
- Don't be too aspirational (yet)
- Don't make it up (unless you're prepared to do the work)

**WHERE  
YOU  
PLAY**



## Competitors

- Not just others in your category  
(or with similar offerings)
- **Your competitors are:**
  - Who your prospects compare you to
  - Who your customers leave you for
- “Alternatives” matter

**WHERE  
YOU  
PLAY**



# HOW YOU WIN



|                |                            | <b>Your Product Positioning</b> |
|----------------|----------------------------|---------------------------------|
| Who you're for | Target Market Type         |                                 |
|                | Target Market Segment(s)   |                                 |
|                | ICP                        |                                 |
| Where you play | Category                   |                                 |
|                | Competitors                |                                 |
| How you win    | <b>Point of Difference</b> |                                 |
|                | <b>End Benefit</b>         |                                 |
|                | <b>Primary Value Type</b>  |                                 |

## Point of Difference

- Needs to set you apart AND be the reason you win in the long term
- You need to be able to form a unique POV around this difference
- Not just about features
- More about your corporate DNA and strategy

**HOW  
YOU  
WIN**



## End Benefit

- You can have more than one
- It's helpful to choose one
- It should clearly benefit your ICP

## Common end benefits:

- Your sales team is closing more
- Your HR team is hiring faster
- Your product team is working smarter

**HOW  
YOU  
WIN**





## Primary Value Type

- Not to be confused with value props
- Value type is a category of value that you hang your hat on
  - Ease-of-use
  - Time Savings
  - Resource Savings
  - Increased Resources

**HOW  
YOU  
WIN**



- You don't have to get it right the first time (chances are you already haven't!)
- Positioning can (and should) evolve over time
- Watch your market's response (it's the only measurement that matters)

# THANK YOU!

Questions? Let's connect!

