



# 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:**

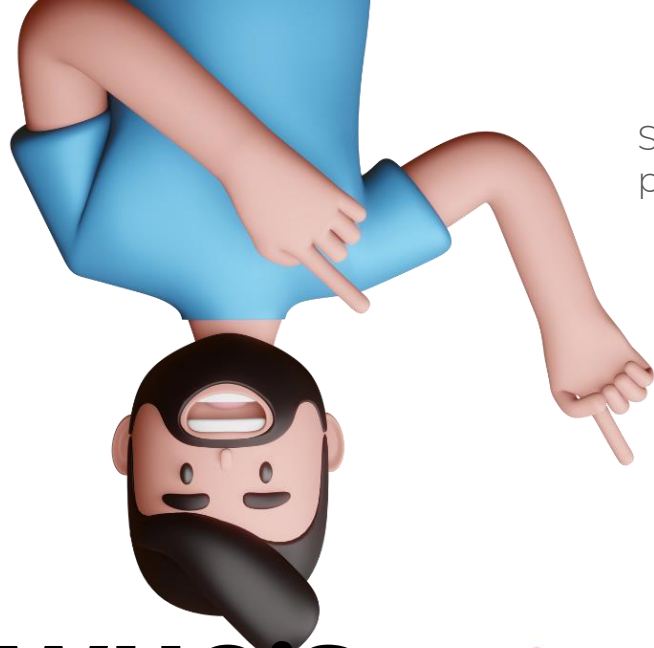
Enable your market to think accurately about what your product does, who it's for, and why.



**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

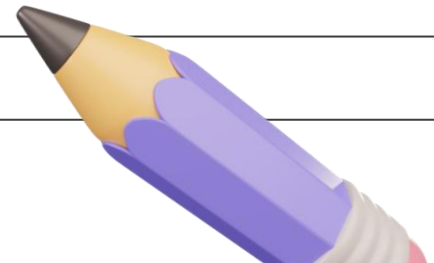


- A clear set of decisions that you can make at a high level
- An easy-to-understand document for your org
- Translatable to your website, sales assets, overall customer experience

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## Your Product Positioning

		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>	
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## 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>
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Where you play	<b>Category</b>	
	<b>Competitors</b>	
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	End Benefit	
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## 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	
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	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!

