BRAND STRATEGY / CLIENT CASE STUDY

The expertise was there. The positioning wasn’t.

How I helped Macknowlogist translate broad technical expertise into a clearer, more commercially focused brand.

CLIENT Macknowlogist | SECTOR Technology & Digital Products

MY ROLE Brand & Marketing Strategist | FOCUS Positioning, Messaging & Brand Foundations

When expertise becomes difficult to explain

Macknowlogist combines UX, research, product strategy, accessibility and learning technology. Founder Fiona MacNeill had built a business with wide-ranging capabilities, but was finding it difficult to articulate what the brand stood for and how its expertise fitted together.

The opportunity was not to add another service. It was to make the value already there easier for prospective clients to understand, remember and buy.

A clearer role in the client’s business

I recommended moving away from a service-led description towards a more commercially meaningful position: Strategic Product Partner.

The new positioning brings the disciplines together around the problem Macknowlogist helps solve: navigating complex product decisions, identifying priorities and reducing avoidable risk.

It also gives Fiona a concise way to explain their strategic contribution without needing to list every capability.

> “When I say I am a strategic product partner, folks seem to understand that. It is a bit more professional than saying I’m a PM for hire!”

THE WORK BEHIND THE POSITIONING

Turning complexity into a clear commercial story

Through founder discovery sessions, research and strategic analysis, I explored Macknowlogist's audience, commercial ambitions, values and approach to complex product problems.

The resulting strategy brought together four practical elements:

Positioning. A defined audience, client problem, commercial proposition and point of difference.

Messaging. A clearer explanation of the business, the value it creates and why clients choose it.

Brand foundations. Purpose, mission, vision, values, personality and voice to guide future decisions.

Implementation. Recommendations for LinkedIn, website messaging, case studies and ongoing content.

Already influencing how the business communicates

Fiona has adopted the new positioning in conversations and reports that people seem to understand their role more readily. They have also updated their LinkedIn profile and are using the brand foundations to inform the new website, case studies and content.

These are promising early signs of clearer communication. It is too soon to attribute changes in enquiries, revenue or conversion to the strategy.

> "Your investment in the process as my advisor was clear–this was motivating for me as a client."

What this project reinforced

A business does not always need to change what it does to change how people understand its value. Sometimes the most valuable strategic work is finding the thread that connects existing expertise and making it easier to recognise.

YOUR BUSINESS HAS EVOLVED. HAS YOUR POSITIONING KEPT UP?

I help founders and growing businesses clarify their value, sharpen their positioning and build marketing strategies that support their goals. Let's talk about your brand.

LIP Studio | Brand, Marketing & Commercial Strategy

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