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Eve

2025

Jade Buffong

Case Study: Brand Positioning

From Briefing to Strategic Positioning

www.thebrandingeve.com

Introduction

Hi I'm Esther

I've spent the last 4 years helping 70+ CEOs, entrepreneurs, and business owners scale their businesses and products on LinkedIn. I help founders turn their products/services into scalable revenue engines. Our launch systems are built for founders who've built something great but need a predictable way to get it adopted, talked about, and paid for.

And this, my friend, requires the right POSITIONING

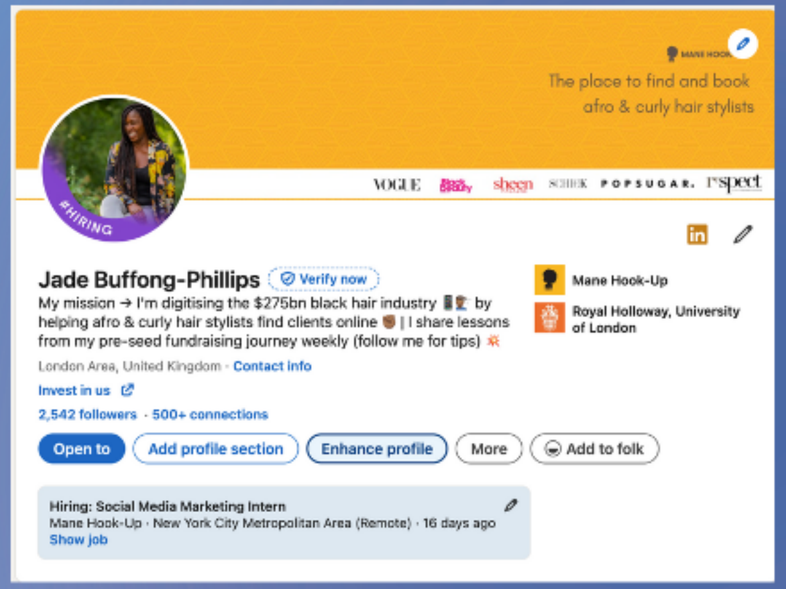
We did this for JADE BUFFONG

Keep reading to learn how...

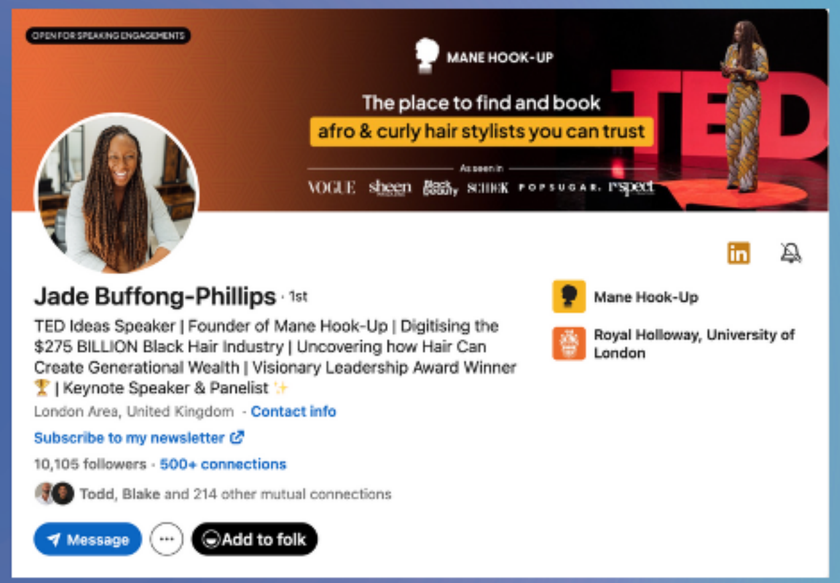


Overview

BEFORE



AFTER



When Jade came to us, she had fewer than 2K followers

Her content was performing okay, but not compounding

There was no clear reason for clients, investors, event organisers, or panels to seek her out

Basically, she was 'UNPOSITIONED'

Most people think the problem is the algorithm, posting time, consistency, etc. But the actual problem was that the market couldn't quickly answer:

Who she was
What she did and...
Why they should listen to her

Positioning Audit

We started with a positioning audit (Not a Content Audit)

Audited how Jade was being perceived and identified:

- Who people perceived her to be on LinkedIn
- Who she wanted to be positioned as and...
- Where the mismatch was costing her authority

Then we looked at 20+ people in her space and found the gaps.

Growth stalls when the market can't quickly categorise you.

Positioning Audit

Instead of reviewing posts, we looked at her profile, comment section, the questions people asked her and how others described her in conversations

By doing so, we were checking:

- Was her expertise obvious?
- Was her audience clear?
- Was her authority diluted?

And we found that she was positioned as helpful but not specific or memorable. So we decided to reduce her positioning to:

- One audience
- One core problem
- One outcome she delivers repeatedly

This meant removing broad descriptions, cutting extra identities and removing topics that didn't reinforce her main expertise

Positioning Audit

Your Turn - Steal my Positioning Audit Framework

The Perception-Based Positioning Audit Framework
(ANSWER THESE QUESTIONS)

Step 1: Market Perception

- How do people describe you without you in the room?
- What questions do they consistently ask you?
- What do people tag you for (or not tag you for)?

Step 2: Intended Position

- Who do you want to be known by?
- What problem do you want to be associated with?
- What outcome should people expect from you?

Step 3: Authority Gaps

- Where is your current perception too broad?
- Where does your content dilute your expertise?
- What identities or topics need to be removed?

Fill in the Positioning Reduction Exercise

- My core audience is: _____
- Their primary problem is: _____
- The outcome I help them achieve is: _____

If it doesn't reinforce all three, it doesn't belong in your content.

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Content

We Built Content Around What She Should Be Known For
Instead of random topics, we defined:

- What people should associate her name with
- What she should be tagged for
- What she should be invited to speak about

Every post connected back to those ideas.

Her content stopped being interesting and started being positioning-driven. We planned her content so someone could go from "who is this?" to "I trust her expertise" to "I need to book her" just by reading her posts over a few weeks.

Stack Social Proof Early

We highlighted:

- Smaller speaking moments
- Peer recognition
- Credibility signals

This made it easier for larger opportunities to trust her because momentum attracts momentum.

The 180-Day Breakdown



Month 1: Foundation

- Week 1-2: Positioning audit
- Week 3-4: Profile rebuild

Result: Clarity on who she serves

Month 2: Content Shift

- Stopped posting random tips
- Started posting pillar content

Result: Comments became more strategic

Month 3-6: Momentum

- First speaking invitation
- Featured in industry publication

Result: 2,542 → 4,200 followers

Months 6+ : Compound Effect

- Multiple speaking gigs
- TEDx invitation

Result: 4,200 → 10,105 followers

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Final Result

01 Audience growth from 2k+ to 10k+ and established authority in her niche

02 Multiple speaking invitations every month

03 A TED Ideas opportunity

04 Raised thousands of £££ for her charity events and campaigns

But the real win was that **Jade** stopped chasing opportunities. Her **POSITIONING** made her the obvious choice, all because we positioned her as the **ONLY** person doing what she does, not just another person in her industry.

Feedback



The client was very satisfied with her positioning at the moment.

See her feedback below:



This case study isn't about posting more or growth hacks

It's about this:

When positioning is clear, opportunities find you.

This approach works if:

- You're posting but not getting recognition
- You're getting engagement but not opportunities
- You want authority, but your positioning isn't right
- You have expertise, but people don't understand what you actually do

Take this self-assessment test:

Answer YES or NO:

- People engage with your content, but don't know what you do
- You get "can you help me with X?" for 5+ different things
- Your profile has 3+ different job titles
- You have 4+ topics you post about
- You've changed your headline 5+ times this year

3+ YES answers = Positioning Problem


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