

# AT THE CORE OF THE ISSUE



ON THE MARK MARKETING

## "The SME Rapid Business Builder"

July 2009



## Boost Your Sales and Profits by Positioning Your Company as the Best Choice in the Market

What makes you more **unique**, more **valuable**, and more **visible** in the market?

Can your prospects tell the difference between your business and your closest competitors?

If not, it may be time to differentiate by developing a **Unique Selling Proposition** or "**USP**".

### Facts To Ponder

#### Websites Facts

Less than 1% of people who visit the typical website make contact with the business.

The Average visitors will stay between 4-6 seconds.

There is a simple step you can take to increase this from between 10% to 20%.

#### 10 Key Principals to Making Your Advertising Successful.

1. *You have a second or two at most to capture a prospect's attention. The message in your headline accounts for up to 70% of the readership of your advertisements.*
2. *Headlines and copy MUST appeal to the reader's self-interest. In other words, learn to think, write and speak benefits to your market!*

In today's competitive market your business cannot thrive if you are using the same old "me too" marketing that everyone else is using. Your business has to have a USP that "**cuts through the clutter**", separates you from the competition and **positions you** as the **best choice**...the **ONLY** choice.

Building your USP takes some effort, but it is absolutely worth it because of the added advantage you'll have in the market place. Using a powerful USP will make your job of marketing and selling much easier, enabling you to more easily increase your sales and profits for the same budget.

Federal Express dominated the package shipping market with the following USP: "**When it absolutely, positively has to be there overnight**". The deployment of this USP allowed Federal Express to emerge as the dominant leader in the industry, taking market share rapidly, and also increasing its sales and profits.

Do you need to develop your own USP? Here are seven steps to get you started.

#### Step 1 – Evaluate Competitive Messages

Your first step is to evaluate the marketing materials of your major competitors including their adverts, brochures and websites. Don't be surprised if you see a lot of "me too" marketing. Carefully review the benefit statements your competitors make and determine what claims set them apart.

#### Step 2 – Use your biggest benefits:

3. *Use Subhead lines to grab the attention of people who skim while they read. That's why it's important to use big bold headlines and strong, benefit-oriented subheads in your copy.*
4. *Always tell the reader what you want them to do next ... "Order today", "Call for a free appointment", "return the reply card now", "come to our store by Nov-15 to take advantage of this discount".*
5. *A photo tells a thousand words, they are better than drawings when it comes to grabbing the reader's attention.*
6. *Measure the response rate. You would be surprised to know that 85% of advertisers do not know how to measure the success of their advertising.*
7. *If it works, expand it - if it fails stop advertising.*
8. *Placement is critical. Never allow the publisher to place your ad where they want to place it. Its worth paying a little more to make sure you are on the right hand page. As an example, half page right hand verticals work really well.*
9. *Don't ever buy advertising space without exploring the opportunity of editorial. Even when the advertising rep tells you they don't sell advertising conditional on placement of editorial, don't believe them: negotiate!*
10. *When you get editorial don't allow them to write it make sure you have editorial you know will work and that will support your ad.*

### **Advertising Fails to Build Brand Awareness**

An international study of consumer-buying behaviour has found 66% of advertisements tested have failed to generate strong positive feelings about the brand being promoted.

Clearly describe the three biggest benefits of owning your product or service. Let me be blunt. Your prospect doesn't care if you offer the best quality service or price. You have to explain why it is important to them.

### **Step 3 - Be Unique**

Basically, your USP separates you from the competition by establishing your company as the most logical choice and makes your product or service the "got to have" item, not your competitors.

### **Step 4 -Solve an industry pain point or performance gap**

Identify which needs are going unfulfilled within either your industry or your local market. The need or "gap" that exists between the current situation and the desired objective is sometimes termed a "performance gap". Many businesses that base their USP on industry performance gaps are successful.

### **Step 5 - Condense this information into one clear and concise statement**

The most powerful USP's are so perfectly written; you cannot change or move a single word. After you get your USP written, your advertising and marketing copy will practically write itself!

### **Step 6 - Integrate you USP into all your marketing materials**

Variations of your USP will be included in ALL your marketing materials including:

Advertising and sales copy headlines;

Business cards, brochures, flyers, & signs;

Your elevator pitch, phone and sales scripts;

Letterhead, letters and postcards;

Website & internet marketing

### **Step 7 - Deliver on your USP's promise**

Be bold when delivering your USP but be careful to ensure that you can deliver. Your USP should have promises and guarantees that capture your audiences' attention and compels them to respond to you. Having a strong USP can make your business a big success or a big failure if you don't deliver on it thereby ruining your reputation.

In the beginning it was a challenge for Federal Express to absolutely, positively deliver overnight, but they developed the systems that allowed them to deliver the promise consistently.

### **Conclusion**

Using a powerful USP is the driving force that builds your business success. Build your USP and use it to optimize your marketing materials for maximum results.

For further assistance with differentiating your company, product or service, contact On the Mark Marketing on 1300 762 390

## **Its Official Having a Website is a Commercial Necessity**

In a recent online survey conducted in 41 countries around the world, ACNielsen asked consumers what helped their final decision when it came to purchasing a variety of products. 'Searching the internet' was the most popular decision influencer for Australian consumers when it came to purchasing holidays (66% - 12points above the global average), MP3 players (43%) and loans (41%).

## Tell me about this new radio station WIIFM.

The **WIIFM** (What's In It For Me) radio station broadcasts the message every prospective customer wants to hear.

It's all about **Benefits!**

So why is it that so many sales and marketing professionals confuse the product **Advantage with the Benefit.**

Here is a simple rule that will ensure you get it right every time.

Instead of using Feature Advantage Benefit, use the following phases instead.

Preface your description of any Feature, Advantage & Benefit with the following:

- ◆ Because of
- ◆ Which means
- ◆ You can

Broadcasting the right message to your prospective customer will not only make sure they listen it will increase the sales of your products and services.

"The reality is that, today, an internet presence isn't a 'nice to have', it's a commercial necessity. It's where the majority are going to make up their minds about a purchase, whether it's a highly fragmented category like holidays, or a highly commoditised category like loans" says Peter Matthew, associate director, customised research – media, ACNielsen Australia.

For more information on developing a website send an email to [Info@OnTheMark.com.au](mailto:Info@OnTheMark.com.au).

## The Value of Email Autoresponders

One of the most convenient aspects of the internet marketing is the ability to automate a large portion of the processes. Autoresponders allow you to do just that. Autoresponders allow you to send pre-written, personalized follow-up emails to opt-in subscribers whenever you like.

Autoresponder can automatically send out multiple messages at pre-determined intervals, and even personalise the emails with the information the customer provided.

If you want to email your entire list with an offer, no problem, just use the built in broadcast email function.

For more information on Email Autoresponders send an email to [Info@OnTheMark.com.au](mailto:Info@OnTheMark.com.au).

## Website Search Engine Optimisation

Optimising your website for search engines is especially important as it can have profound impact on the amount of traffic you get. Though, it won't get you much traffic right away, once your site becomes more established, it can do wonders for your traffic; and it's free. Simple things such as using the right keywords in your domain name, page title, headers, body and meta tags can significantly help increase your search engine rankings.

Other important things to consider are the number and quality of back links to your site (link popularity) and the actual content of your site, and the quality of that content. Simply submit your site to the major search engines and within a few months you'll start getting quality, free traffic if you play your cards right.

To ensure instant results you should consider developing a Google AdWords campaign using keywords commonly searched for by Internet users. This pay per click service can be tailored to your financial circumstances generating inquiries from day one.

For more information on Website Optimisation, send an email to [Info@OnTheMark.com.au](mailto:Info@OnTheMark.com.au).

On The Mark Marketing is committed to protecting your privacy. Your information will not be shared outside OTMM. For more information, please see the [OTMM Privacy Statement](#). You have received this Email Newsletter because you indicated your interest in receiving Newsletters. If you do not wish to receive this communication in future, then please [click here](#) to unsubscribe.

Copyright © 2009 On The Mark Marketing Pty Ltd. All rights reserved.

### **THIS EMAIL IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY.**

The document may be copied, provided all the text is included and the copies contain the OTMM copyright notices provided herein.

On The Mark Marketing Pty Ltd | Nexus Norwest 4 Columbia Court | Baulkham Hills | NSW | 2153