

FIRST STEPS

XPRESS BUILDER Marketing 101

Identify Your Unique Value Proposition



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Identify Your Unique Value Proposition

Everyone is talking at once

With all the voices speaking in cyberspace, how can your voice be heard? The only way to break out from the pack, is to have a strong, clear voice. That voice is your Unique Value Proposition, (UVP.) It's that thing that makes you unique and better qualified than your competition.

Your UVP needs to be woven into your website, social media, paid campaigns, and the messages you provide to your customers or clients.

What is a Unique Value Proposition

What you do.

What you do is defined in very clear terms. For instance, in our agency we might say "Our agency develops brand identities and marketing campaigns to improve SEO, generate leads, increase brand awareness, and drive traffic to your business."

How you do it?

Describe exactly how you do what you do. Again, an example would be "Our agency uses deep industry knowledge and cutting edge methodologies such as blogging, e-mail, and social media marketing, combined with state of the art analytics to ensure your business is search engine optimized and gets you found online."

Who do you do it for?

For example, you have an E-Commerce shop that specializes in high-quality pet food. Your customers want to know that you understand their specific needs and the best foods for their type of pet. So when a prospective customer visits your store or website, they immediately see how you can help them and that you can be trusted.

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What's your secret sauce?



What Makes You Different – We found this example which speaks volumes with just one point. "A couple of hamburger patties and a slice of cheese on a bun are just that—until you add "special sauce." Then suddenly it's a Big Mac: the biggest, best-selling juggernaut in fast food history." You get the point. So, the question is what's "your secret sauce"? Identifying that is the key to development of your brand identity.

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Example – A building contractor

A family looking for a building contractor to remodel their home wants to know that you, the building contractor understand the process and subtleties that a prospect goes through to select a builder. The contractor knows that that there will be a bidding process, and that homeowners are anxious about the enormous expense, disruption, and time commitment that a building project requires. The building contractor needs to address these "pain points" in a language that the homeowner can understand in order to gain their trust, and ultimately, their business.

The contractor's website and all print and digital marketing materials will reflect the contractor's compassion and understanding of a homeowner's concerns about hiring a contractor.

What makes a good UVP?

1. Clarity – it's easy to understand
2. Communicates specific results the customer will get
3. Explains how it's different and better
4. Can be read and understood in 5 seconds

In Summation

To develop your Unique Value Proposition, you must;

1. Have a deep understanding of who your customers are.
2. Understand your customer's needs and goals. •
3. Position your brand as the one best qualified to meet the needs of your target market.

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More Resources

As part of the process in identifying your Unique Value Proposition we recommend developing Customer Avatars, also known as Customer Personas. You'll find our [Customer Persona Workbook](#) helpful in this process. This is the same workbook we use with our clients to develop their Customer Personas.

Digital Marketing Services

We offer comprehensive [Digital Marketing](#) services as a Premium Google Partner. When you work with us, you'll have the advantage of working with certified "search engineers," plus the benefits of proprietary search engine optimization and marketing methodologies that have placed hundreds of leading corporations in the top rankings of the world's major search properties.

All our campaigns are customized to your needs and your industry. All our work is performed "in-house." We do not "farm out" work to any companies overseas. This practice ensures that our staff adheres to our strict quality control guidelines and industry-approved best practices.

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Welcome to XPRESS. We want your experience with XPRESS to be enjoyable, and your web presence profitable. If you have not developed your Unique Value Proposition as part of your branding process, we encourage you to do so.