



IDENTIFYING YOUR

UNIQUE

SELLING

PROPOSITION

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PROPOSITION



JORDAN HUNTER
DIGITAL MARKETING



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Identifying your
UNIQUE SELLING
PROPOSITION

DEFINING YOUR BRAND

One of the most important components in a successful launch is your USP (Unique Selling Proposition). Without a USP, your product will fade into the shadows, struggle to complete and leave an everlasting impression in the minds of your customer base.

U.S.P stands for **Unique Perceived Benefit** and the meaning is simple - it's the most powerful, dynamic, unique and important benefit of a customer using your service, or purchasing your product.

It's the core of what makes your product different, and why someone should purchase YOUR product over a competing product.

In other words, it can essentially 'make or break' your business, and its chances for long-term success and growth.

The good news is that your product already has a USP, you simply have to identify what that is, and highlight it in your sales pitch and marketing campaigns so that becomes an instant brand of your overall brand.

It all begins by evaluating your product objectively.



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Start by asking yourself:

How can it improve someone's life?

How can it help your customer?

What does it offer that other products fail to provide?

Is your product easier to use than other products on the market?

Before you can create your USP, you need to know your target audience. What is most important to them? What are they struggling with the most? How can you truly connect to your target audience? What is their greatest challenge?

The closer you know your audience, the easier it will be to develop a USP that means something to them, and when you do that, you are able to touch down on what they are most passionate about, and what will generate a positive response, and positive responses equal profits!

When creating your USP, think from your customers perspective, so that rather than identifying what you feel is most important about your product, or what message you want your customers to know about your product, you turn it around - and instead, focus on what they want to know and feel is most important to them.

There are many different strategies for creating a USP for your product. Dan Kennedy's method for identifying a USP is in answering the question, "Why should I choose to do business with you versus your competitor?"

The very reason why you created a product in the first place could hold the key to defining your USP. Think about how your product is different than others on the marketplace, how does it add more value? How does it address a question, concern or simplify a process, such as reducing a learning curve, saving your customers time or money.

Your product USP is the driving force behind defining value and creating a recognizable brand in your market. There are businesses who have so carefully highlighted their USP that they are able to charge DOUBLE what their competitors charge, and still sell out every single time!



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One of the most well known examples of an effective USP is Dominos Pizza. The business, struggling and close to filing bankruptcy needed a quick turnaround. Hence, the USP, “Fresh, hot pizza delivered in 30 minutes or less or it’s free” was coined.

Then there’s Burger King who, competing against the McDonalds franchise giant had to stand out from the ‘pre-made fast food service’, and successfully did so by coining the USP, “Have it your way” where customers are able to customize their meals based on their preferences. They put customers in control, and the USP was successful at helping them stand out because no one else was doing it the exact same way!

Other competitors in the pizza delivery business jumped on board, integrating powerful USP’s into their marketing campaigns, including Papa John’s restaurant whose USP promises “better ingredients, better pizza”.

All of these businesses had existing competition yet became successful national franchises that are instantly recognized in their industry. They did this with the help of a powerful USP that made a clear promise and worked to align their brands with delivering on that promise.

Your USP will differentiate you from your competition; more than any other aspect of a marketing campaign ever will, but you need to make sure your USP is not only memorable, but believable.



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Using Federal Express as an example, their USP is “when it absolutely, positively has to be there overnight”, emphasizing their guarantee of prompt delivery service. “Absolutely, positively” reinforces that promise, adding extra punch to their USP.

You want your USP to clearly define your brand, separate you from the competition but it must be believable!

In today’s marketplace, your business will struggle to stand out from the crowd without a USP to give that extra boost it needs, so that it instantly offers an added incentive for prospects who are making the decision between purchasing your product or your competitors.

Take your time when developing your USP. Think of ways that you can add unique flare to your product, how you can use your USP to demonstrate value, to illustrate performance, and to showcase the distinctive benefits of your product.

Your USP should be described in a couple of sentences. You want to keep it short and to the point so that it lends “stickiness” to your campaigns and becomes quickly (and permanently) associated to your brand.

Once you have defined your USP, you want to include it in every single marketing campaign. From newsletters, ezine advertisements, social media marketing, forum marketing, PPC advertisements, to your website itself.



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CREATING YOUR UNIQUE SELLING PROPOSITION

USPs are far more than just catchy taglines associated to your company, product or brand. They are reinforcement tools that help you establish credibility in your market while shaping the foundation of your business.

When it comes to creating a USP for your information product, think of the different ways that you can stand out from the competition, including:



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All of these are common components of what forms a strong USP. Your objective is to evaluate your product, and come up with a powerful unique selling proposition that you can integrate into your marketing campaigns.

The easiest way to come up with a powerful USP is to think about how you would describe your product if asked by a complete stranger that you met at a seminar. You are given 10 minutes to describe your product in enough detail to sell a copy right on the spot.

What would you feel is most important to say within a 10-minute conversation?

This exercise will help get your creative juices flowing, while helping to verbalize the benefits of your product. Call a friend or family member if you have to, and let them ask you questions about your product.

Not only will this help you to evaluate your product objectively, but you can often gain better insight as to what questions and concerns potential customers may have based on the questions you are asked.

If you have an existing channel of communication with your customer

base, either through social media sites, community forums or perhaps even through a newsletter, ask for their feedback.

Offer a handful of customers a free copy of your product and let THEM evaluate it, providing important feedback based on what they felt were the most positive aspects of your product, as well as what could possibly use a bit of improvement.

Many times, your customers are the best sources for developing your USP because they know your product better than even you do. After all, you created it for them and you can gain a lot of incredibly valuable information just by letting them try it out, and sharing their thoughts and ideas as to what the most powerful benefit of your product is.

Evaluating feedback from your customer base will also help you to develop a USP that carries a message that matches your market.

For example, if you develop an information product USP that defines your product as “Advanced Training for Beginners”, you’ll struggle to transfer positive branding if the majority of your market have virtually no experience and are looking for a product that teaches them the fundamentals of web design before considering advanced techniques.

In other words, your USP message doesn’t match your market.

So, survey your market, pay attention to feedback, and take a hands-on approach to closely monitoring the questions, concerns and problems that your market is facing. Then, develop a USP that speaks directly to the core of what they are most interested in.



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INTEGRATING YOUR USP INTO YOUR BUSINESS



When you have evaluated your product, its competition and have decided on a USP for your product, you need to lead your USP by example.

This means that you might have to make changes to the way you do business, or how you present your product on your sales page, within marketing campaigns and in branding your product.

If your USP is “Shortcut Success Strategies”, you want to make sure that your product is designed to provide quick access to bite size information that your customer base can instantly apply to their online business, rather than lengthy guides or training material.

Make sure your product and USP match up, in every way. If you offer extended support in your USP, or you define your brand by being ‘unique or exclusive’, you need to make sure that your product offers a new perspective, a unique approach or a different way of doing something.

**Your
product
always has
to stand up
to its USP
in order
for it to be
successful.**



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USP Price Points

If your product fails to carry a USP, the only way people will differentiate your product from a competitors' is on price, which is VERY dangerous to your business.

Think about this in regards to your own buying decisions.

If you were to visit your local computer shop with the intention of purchasing an external hard drive, knowing little about brands or features, and were presented with two similar products to choose from, which would you buy?

In the absence of any other differentiating factor, the lowest price becomes the deciding factor.

You almost never want to compete on a price based USP, because it leaves you little control over your markets decision whether to purchase from you or a competitor.

Instead, you need to develop a Unique Selling Proposition that uniquely separates you from other products in the marketplace, and do so in such a way that it would be difficult for a competitor to replicate.

Also keep in mind that your USP not only helps you stand apart but becomes part of your brand, so even if a competitor replicates your USP, if you've done your job at associating that unique selling proposition to your product, they'll struggle to compete.

When you've decided on a USP for your product, you need to begin weaving into your marketing message.

This includes:

- ▶ Business Cards
- ▶ Business Flyers
- ▶ Your Sales Pages
- ▶ Squeeze Pages
- ▶ Print Advertising
- ▶ Social Media Advertising

Wherever you advertise or promote your business, your USP needs to become a permanent part of that marketing message. You want your customers to identify you by your USP, and to solidify your place in the market by leveraging your USP to build instant recognition.

Your USP is more than just a tagline; it represents your brand and your commitment to fulfilling on your promise. You want your USP to communicate a positive benefit, to leave an everlasting impression with your target audience, and to nurture positive association to every other product you create.



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THE FLEXIBLE USP



One thing to keep in mind is that your USP can and sometimes, should, change if your market does.

Of the examples we listed earlier, Dominos Pizza and Federal Express no longer use the original USP that was designed to give their businesses that extra push in the market.

Why?

Eventually their competitors started incorporating similar USP's into their own marketing campaigns and before too long, their USP's became ineffective. After all, a USP is designed to help your

business or product stand out in the marketplace, but if everyone else is using a similar USP, it can actually hinder your chances at building a recognized and unique brand.

So they changed it, and you just might have to as well.

Your USP can help turbo charge your marketing efforts, but always be open to changing your USP as the market demand shifts, or as new competition enters the arena.



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ABOUT US



Jordan Hunter Digital Marketing (formerly SyeWells.com Digital Marketing) was established as a website development company back in 2009 by company founders Sye & Marcus Wells. Although the digital marketing industry continues to expand; our core service continues to be custom website development which goes well beyond simple website design. Our clients enjoy the personal attention they receive through real live communication, not just email. We work with you side-by-side to capture the true essence of your business brand.

Your website is often the first and maybe only opportunity your business has to convince a potential customer to do business with you and we take that seriously. We take great pride in the outstanding websites and other digital products we have developed for our customers over the years; however we recognize that service is our real business.



SYE WELLS

Co-Founder

Sye has mastered the art of human relationship and she has pages of clients who would agree. In addition to holding a degree in psychology, she spent many years learning and working in the hospitality industry with one of the most exclusive hotel chains in the world. Her prior teaching and real world experiences have set the base foundation for her own company today.



MARCUS WELLS

Co-Founder

Marcus is a former corporate analysis from the Mortgage banking industry, he is also a certified project manager who develops systems to streamline business operations. Using his prior job experience in addition to Lean Six Sigma business training his focus is on continuous business improvements and producing a greater customer experience.

We're here to help. Whether it's a consultation or an entire website development project, Jordan Hunter Digital Marketing can help you achieve the results you need.

Visit us at: www.jhdmarketing.com to explore the many ways we can help.

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