



5 Things Your Marketers Needs To Know (But Probably Don't)

Below is a quick “swipe file” your marketers can use to craft a great elevator pitch, unique selling point, value proposition, marketing positioning and a list of product benefits. Click on each item in the list to find out more - and be sure to email us with any questions you may have at hello@albion.one or call us on +44 (0) 7907 037400

5 Essential Details About Your Business Brand

Your Elevator Pitch

An elevator pitch (sometimes called an elevator speech) is a short statement that defines what you do, who for and sometimes touches on how you do it. ie “We do this, to achieve that” or even “We do this to achieve this for these people”.

Once defined and embedded into the company culture, the elevator pitch is a handy phrase that can be used at networking events by company chiefs and managers to attract potential clients and stimulate discussion or by sales staff that are reaching out to potential customers on the phone or in emails.

Here is an example of Albion's elevator pitch:

“We help small to medium-sized businesses in the UK and US achieve ongoing growth by increasing website traffic and generating more online sales leads”

Your Unique Selling Point

A unique selling point (USP) is a statement about what makes you and your company different from others that sell a similar product or service.

Its main job is to create competitive differentiation. A USP is often used in marketing materials or when talking with potential customers. You'll find that you already use this type of proposition even if you were unaware of it.

Here are a handful of examples Albion uses:

"We specialize in digital marketing for service industry clients."

(focus on speciality)

"We guarantee to increase your positions in Google or you don't pay."

(focus of a guarantee)

"We use tried and tested methods to increase organic website traffic."

(focus on a methodology)

Your Value Proposition

A value proposition is a clear statement of the tangible results a customer gets from using your products or services.

Now let's not get confused. Both the elevator speech and the USP are cousins of the value proposition, but there is one vital difference: they lack the punch of a value proposition when selling to the corporate market.

A strong value proposition is specific, often citing numbers or percentages. It can even include a quick summary of your work with other clients as a demonstration of the likely outcome.

Or go into details of what you are actually proposing, here is an example:

“We help brands achieve ongoing growth through a range of results-driven digital marketing services. We do this by increasing their website traffic by on average 173% and by increasing online sales conversions from that traffic by up to 57% within 6 months.”

Your Market Positioning

Your positioning reflects your position in relation to others in your industry and your customer’s perception of you. You can apply this by emphasizing the distinguishing features of your brand – for example, are your products inexpensive or premium, utilitarian or luxurious, entry-level or high-end.

The problem is, its no good your products being the cheapest and then switching to be the most expensive or pitching products to be an essential commodity then wording your sales copy as if its a luxury item.

In general, there are two broad categories of market position: cost leadership and differentiation, you need to choose just one.

Here is an example you can use to educate your marketers and copywriters:

"We have a strict policy whereby we never say we are the cheapest. We aren't and we will never compete on price with our competitors. The

reason for this is that there are a thousand other benefits we can add to our services without having to have our prices dictated by the market."

Your Product Features and Benefits

With so many businesses competing for the same customers, it's easy to think that they are all pretty similar. For example, all plumbers fix broken leaks. Whats the point in listing that?

Sure you will have many things in common with your competitors, that's just the way it is. However, you can really differentiate yourself from the rest – and give your marketing team heaps of handy tools to work with by formulating specific features of your services.

Better still is that you can map the features of your offering into tangible benefits your customers will enjoy if they choose you over your competition.

Here are are some examples of benefits Albion's customers enjoy:

1 - Free website review – Need inspiration? Want to know (for no cost) what Albion can do to help grow your business?

2 - Unique Guarantee – If we don't increase your rankings, traffic or sales (or reduce cost per acquisition) you won't pay a penny

3 - Results-Driven – unlike most other agencies, our primary goal is to ensure all of our clients enjoy ongoing business growth

4 - True Professionals – work directly with our company directors rather than polite (but inexperienced) account managers

5 - Transparent Rates -- no lengthy tied-in contracts, choice of pricing models and a free website review to get you started

Marketing Team Members Who Need This Info...

It's not just site copywriters who need access to your core brand values and messages and it's not just web designers who need a list of your brand guidelines. All the information you have gathered in your swipe file should be easily available to everyone on your team.

From the foot soldiers in the telesales department to the chiefs who represent the brand in conferences and in the national press:

Graphic Designers – need to know your pallet and style guidelines (and no it's not up to them to choose your branding colours) as well as your brand's values – how would they know if you wanted to portray a high-class product or a bargain basement one?

Web Designers – need all the wording you use elsewhere in your literature in order to craft consistent online propositions, slideshow captions, call to action graphics and get a feel of the user and user experience before they even create a web page.

Copywriters – need all of this stuff laid out simply so they can start playing with it, then come up with new ideas and new angles for the wording on brochures, leaflets, guides, website service pages, mailouts and emails as well as blog posts, tweets and the rest of it.

Conversion Rate Optimisation Specialists – need to know your value propositions, your USP, product features, benefits points and positioning in order to create viable online sales funnels. Then split-test them with refined wording to produce a winning variation.

Search Engine Optimisation Specialists – need to know your core values and benefits in order to get an idea of what keywords your search market will be using. And to optimise your page's meta data that is used to encourage searchers to click through to your site.

Advertising Specialists – need to know what wording is likely to generate high click-through rates for their pay per click campaigns and to test alternate phrasings in order to make good decisions about how to word real-world ads.

Salesmen / Telemarketers – need to know all your product's pain points and the benefits that help ease the friction they cause. They need to know which emotions to tap into in your customers and how to best up-sell, cross-sell and reassure potential customers.

Marketing Managers – need to know all of this stuff like the back of their hands (or if you don't have it, their first job is to define it all for you) as it is they who will be guiding and overseeing the work done by all the creatives in your team.

Company Chiefs – most of all the bosses and executives need to know exactly who your brand is, what is good about it, why people would use your products and how you can monetise your current and possible new markets. Usually, these guys 'get it' but it's nice for them to have it in writing so they can reassure themselves that they are "on-message".

Summing it up...

You can use this branding swipe file as a template to create your own version, Simply jot down your elevator pitch, USP, value proposition, market positioning and the benefits of hiring your firm.

For example, if you know your competition cut corners, turn that around to say you don't. If you know customers are worried about the quality of similar products, explain why yours are so good and if heaps of brands in your sector seem to be the same, make yourself a bit more different.

Every cloud has a silver lining, and you can cash in on each one, as long as your team knows what makes your brand rock so much.

Hopefully some of the above tips indicate areas you can improve in your website copy, meta data, sales pitches and advertising campaigns.

For more information read the full article, which includes other handy [marketing tools and methods that can help your team](#), and if you have any questions, get in touch with our team at [Albion.One](#).