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How to differentiate your company with marketing - by Chuck Sink

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Marketing

Plenty of companies try to compete using the same keywords to describe their products and services. They might try to differentiate by claiming the best customer service in the industry but so does everyone else. You've heard it, "Our service makes the difference!... We pride ourselves on providing the best customer service!... You'll experience the difference our service makes..." Sure, you might say, but how much does it cost? The point here is that your differentiation needs to be recognizably different, relevant and worth paying for.

Differentiation Exercise

Avoid joining the chatter of your competition. Speak a differentiated language; one that's native to where your customers' goals reside. It's good to make use of your industry's terminology because you'll want your website found in searches for certain keywords and phrases. Equally important is linking your own unique value message to those common industry terms. Let's say that your business is an accounting firm or CPA office. Take the common industry keywords and interpret them with differentiated value for your clients.

For example:

Bookkeeping = Saving valuable staff time for more profitable work

Tax Accounting = Complete and accurate IRS compliance

Profit/loss Statements = Vital data to manage operations

Financial Audits = Informative business insights

Manage Expenses = Discover bargains and supplier opportunities

CPA = Trusted business advisor

Notice how the interpretation brings the keyword phrase into a uniquely valuable context for business clients. This exercise works well for manufacturers, financial services, product marketing, real estate and service companies alike.

Refresh Your Content

with Relevant Value

Review your marketing content across the board and be sure to speak and write from your client's perspective which sounds like, "problem solved, smooth sailing ahead," instead of your company's perspective – "we do all this and more...." When you put your messages in the right context, your

audience feels a sense of comfort; that their need will be met or their problem solved.

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