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How to Create a Unique Brand in 5 Simple Steps





Your Unique Brand

Differentiating your brand in a global market can be a daunting task. As a small to medium-sized business, your competitors likely sell or provide the same product(s) or service(s) that you do. So, how can you stand out from your competition? Your Unique Selling Proposition (USP) can help your business build a reputation based on your “special” difference(s).

A USP is a summary of what makes your business valuable to your target market. It answers the question: How do your product(s) or service(s) benefit your customers better than anyone else’s, or in a way that no one else’s does? Knowing how you are different will help you communicate your brand’s value to your customer.

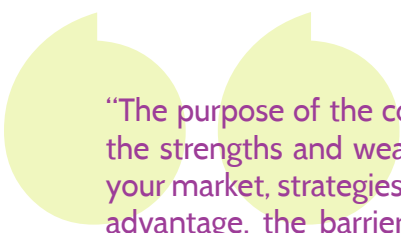
Here are the steps you’ll need to take to make the most of your marketing and business planning activities:



1. Analyze Your Competitors

Look at how other companies use their USPs to their advantage. Analyze their ads and messaging. If you analyze what they say they sell rather than just their product or service characteristics, you'll learn a great deal about how companies distinguish themselves from their competitors.

If you have the financial resources, you could hire a marketing agency that has a reputation in market research to conduct an analysis of your competitors on your behalf. The more you know about your competitors, the better equipped you'll be to create a brand that is different from them.



“The purpose of the competitive analysis is to determine the strengths and weaknesses of the competitors within your market, strategies that will provide you with a distinct advantage, the barriers that can be developed in order to prevent competition from entering your market, and any weaknesses that can be exploited within the product development cycle.”

- Entrepreneur Magazine

2. Solve a Problem

Armed with the knowledge of how your competitors distinguish themselves, you can identify what sets you apart. This step involves looking at your business from the perspective of your customers to identify their problem, need or challenge so you can position your product or service to solve it.

You'll need to consider all the variables of how your product or service is going to help your customer in a way no other competitor can.



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3. Benefits

Now that you've identified how your business solves your customer's problem, need, or challenge, create a list of the benefits of working with your business. Explain why your product or service is important to your customer, and why they should choose you over a competitor.

The benefits of your brand are the tangible values you deliver to your stakeholders. You'll need to consider attributes, features, emotional and tangible benefits, as well as brand personality.

Experiential Benefit

The experience you want your clients to have when interacting with your brand.

Consumer Benefit

The need your service/product will fulfill for your clients/customers.

Tangible Benefit

The actual benefits customers will receive from working with you or purchasing your products.

Product/Service Benefit

The unique features of your service/product.
(ex. Lifetime warranty or made in Canada)



4. Your Target Audience

This step is more complicated than it seems. Remember, your target audience is *not* everyone who buys your product or service. Your USP *must* be relevant to your target market. Since we all enjoy a good fishing analogy, here's one as it relates to using the right tools to attract your ideal audience:

If you want to catch salmon, you need to use a specific fishing net. If you try to catch salmon using a general fishing net, you may catch a few salmon, but you are more likely to catch trout instead.

Think about what you've identified in steps 1 to 3, then be as specific as you can when identifying the target audience for your product or service. If you have more than one product or service, you may have specific target audiences for each of them. You'll need to consider the geography of your audience, age, gender, level of influence, what types of marketing they are likely to engage with (online vs. offline), etc.

5. The Pledge

A successful USP makes a pledge to your customers. This could be a statement that you can either publicize or simply keep internally. Either way, it is a statement of your commitment to your USP.

For example, in Toronto, we have a pizza delivery service that promises to deliver your pizza in 30 minutes or it is free. This promise speaks volumes about the type of commitment the company makes to their customers, and the value they place on customer service.

Using specifics to identify what makes your business unique and valuable to your target audience is unquestionably among the most important and valuable processes your business will ever undertake. When you can clearly state how your product or service benefits your customers better than anyone else's, then you are well-positioned to differentiate your brand and develop strategies for business growth.



How can we help?

CreativeWorks Marketing is an award-winning agency that excels in strategic marketing to help businesses understand what makes them unique and how to truly achieve their marketing goals.

For over 25 years we have been providing a full suite of marketing services including strategy and planning, market research, branding, content creation, social media, web, video, campaign deployment and management for a variety of SMBs.

We integrate these tactics to develop cohesive marketing campaigns that align with sales and revenue goals. After all, marketing campaigns should have defined outcomes and measurable results.

We offer access to an in-house team of designers, writers, videographers, and marketing strategists that act as an extension of your current staff.

For companies without a marketing department, we work with you and act as your internal marketing department.

If you have a marketing department, our team is skilled at working with internal teams, often taking care of tasks that they do not have the time or expertise to handle.

At CreativeWorks we have a proven track record of delivering services and leading strategies that maximize impact, reach and effectiveness for any business.

Are you seeing the results you expect from your marketing efforts? If not, it might be time for a change. Let's talk!

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