



CreativeWorks
MARKETING

Trusted Process. Proven Results.

**In today's
competitive
marketplace,
what is *your*
business' Value
Proposition?**





Value Proposition

If you don't already have a Value Proposition for your business, you should. Your Value Proposition defines the most persuasive reasons people should notice and do business with you. If you can't communicate the value your business brings to customers, why should customers see any value in your business?

Our experts at CreativeWorks Marketing are pleased to provide you with a short checklist for creating and optimizing your value proposition. By following this checklist, you will ensure that you are both defining and communicating your value for your customers, which has a direct, positive impact on the way that they view your brand.

Can you *identify* what makes you valuable to customers?

Simply put, people won't buy from you if they don't understand what makes you valuable. It's your job to make them understand. There are dozens of comparable products and services out there, so why should customers choose you?

To define your value ask yourself what your business does better than its competitors. Do you offer the best quality? Price? Selection? If you're better than the rest in some perceivable way, then that's value. Put yourself in your customers' shoes: what would make you choose your business over your competitors'?



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Can you *prove* your value?

How can you prove to your customers that your business should be their first choice? Your Value Proposition is useless without proof of its validity. You can claim that your customers are more satisfied than those of your competitors, but people are savvy: nobody will believe your claims if you don't back them up. Numbers, stats, and testimonials are great for bolstering the validity of your Value Proposition.

Are you *communicating* your value clearly?

You could have a solid Value Proposition with the proof to back it up, but you need to actually inform your customers of your value. Your potential customers won't spend the time searching for your value: if it's not clearly defined for them, they'll take their business to a competitor with better perceived value. When people are made to understand the value you offer, they are more likely to do business with you. As part of your marketing efforts, you need to continuously inform your customers of your unique value. In doing so, your brand gains its own, distinctive identity and customers are given a clear reason to do business with you.



CreativeWorks Marketing: Your Strategic Partner

CreativeWorks Marketing is an award-winning agency that helps businesses understand their unique strengths and achieve their marketing goals. Our proven strategies maximize impact, reach, and effectiveness.

If your marketing efforts aren't delivering the results you expect, contact us via email, text, or call. You'll be glad you did.

Contact Us

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