

GETTING YOUR MARKETING MESSAGE RIGHT

We encourage you to contact us at Shape Your Business on 1300 791 600 for further ideas and support in this area.

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of next SYB webinar, if possible)</i>
Assess the customer or client needs that your product or service meets. Which needs in Maslow's hierarchy are you meeting?	You've identified how your product or service might benefit your customers.	You and your team	
Assess your marketing material. Is it's tone, style and general approach suited to the kinds of needs you are meeting?	You've established how appropriate your marketing style is.	You and your team	
Identify the significant features of your product or service.	You've reassessed product features and hopefully seen them in a new light.	You and your team	
Assess how these features translate into benefits.	You've tentatively laid the groundwork for your marketing.	You and your team	
Carry out market research to confirm that you understand the key benefits of your product or service. Also carry out research to determine whether you are selling those benefits effectively. Assess whether you are highlighting the benefits that will be most attractive to your customer demographic.	You've checked your hunches against some hard evidence about how you provide benefits to the people that count – your customers.	You and your team. Your SYB coach can advise you on market research and arrange focus group sessions.	

GETTING YOUR MARKETING MESSAGE RIGHT (CONTINUED..)

Assess whether there are ways you can modify your product or service to better suit customer needs. Assess whether you can modify your marketing to more effectively meet those needs.	You've outlined possible improvements in your product and/or marketing.	You and your team	
Consider how your product or service is positioned against your competitors. Develop a unique core differentiator, so that your benefits stand out clearly from the competition.	You've established which benefits you can compete on; your marketing message will be more audible above the 'noise' of other marketing.	You and your SYB coach. Your SYB coach can help you analyse your market and the competitive forces operating in it.	
Revise your marketing so that you are translating features into benefits; make sure you are promoting benefits that will really make an impact on the demographic you are targeting.	Your marketing message will be persuasive. You will attract business and increase your competitive edge.	You and your team.	
Talk to us on 1300 791 600 for any assistance in this area.	Significant increase in profit and cashflow		