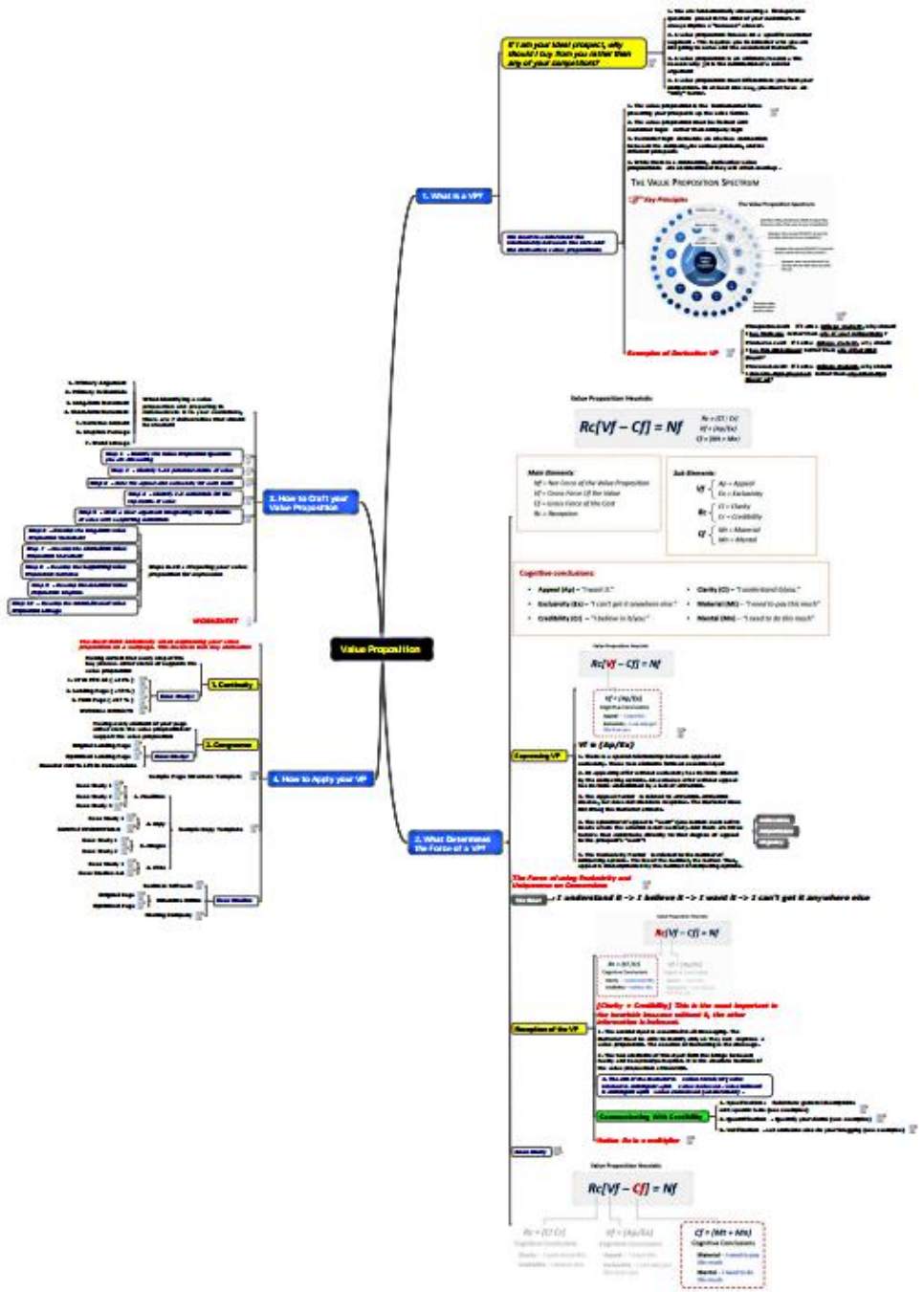


CRAFTING YOUR USP

1.

Discover the art and science of crafting a functional Unique Selling Proposition for online lead generation

Mark Acsay

Webby Thoughts

XiGHT INTERACTIVE

Former Director of Search

@markacsay

Webbythoughts.com

If you will listen in the next 45 minutes…

1. You will learn what is a Unique Selling/Value Proposition

You will learn the underlying theory of a value proposition framework.

2. You will learn what determines the Force of a Value Proposition?

You will learn how to measure and adjust the four factors that determine the force of a value proposition.

3. You will learn how to Craft your Value Proposition

You will learn a step-by-step process for crafting the essential value proposition argument.

ready?

This is how Inbound Marketing looks like….
Not One Size Fits All

This is how Inbound Marketing looks like….

It's Multifaceted

This is how Inbound Marketing looks like….
It's Particular

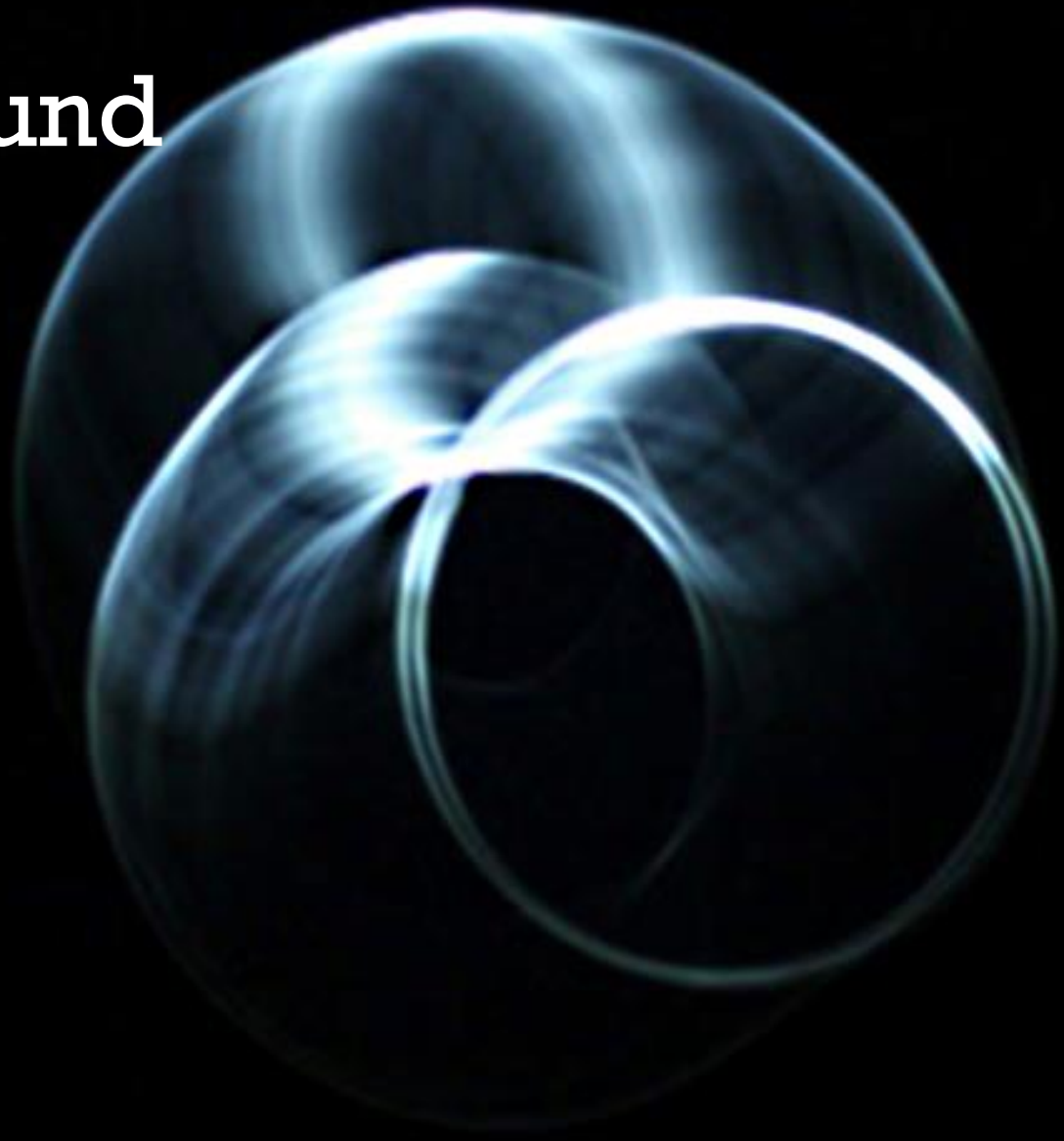
This is how Inbound Marketing looks like….
Top Objective

This is how Inbound Marketing looks like….

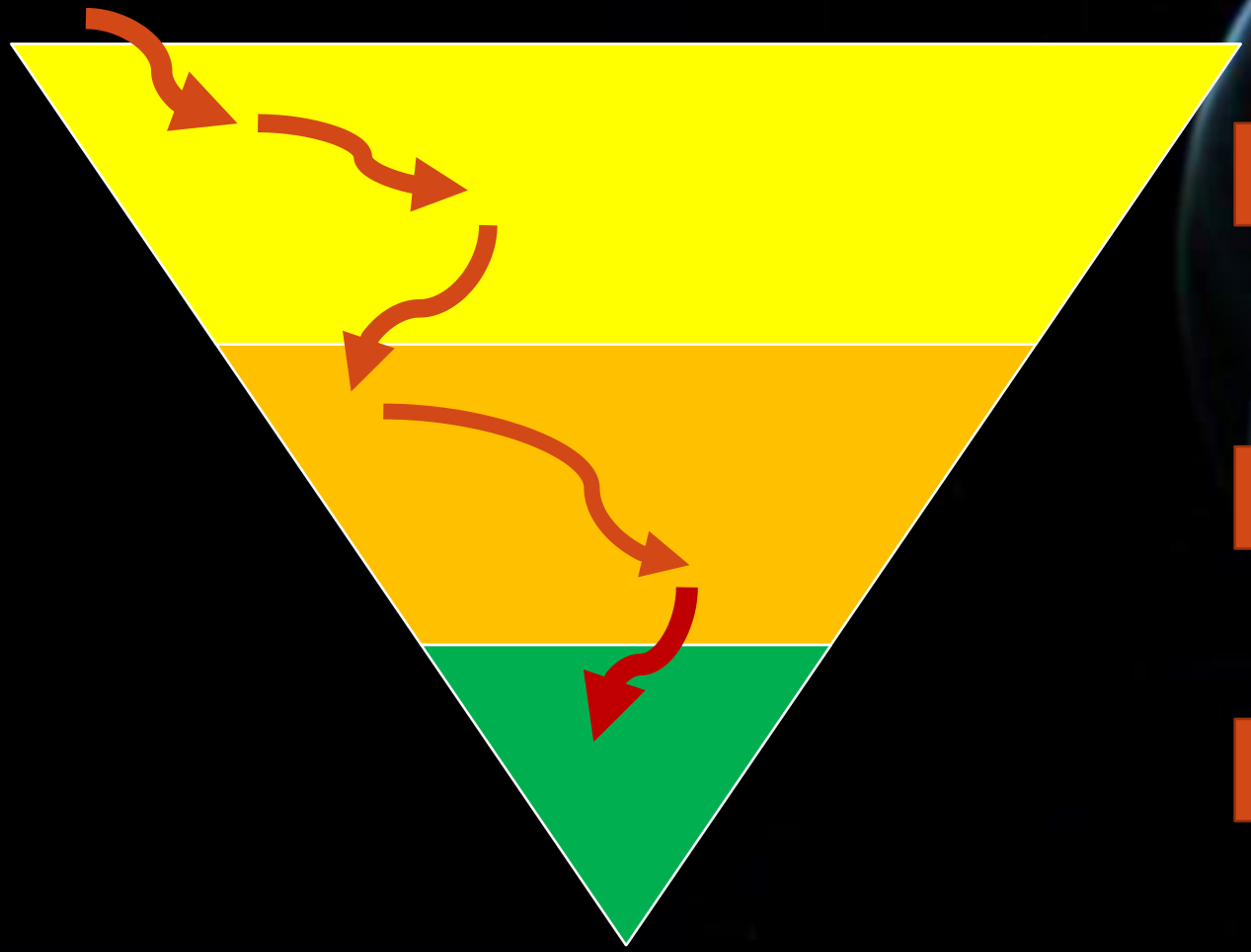
conversions

When you think of Inbound Marketing

think funnels….



think funnels….



Top of the Funnel

Middle of the Funnel

Bottom of the Funnel

Incoming Traffic

Outbound Marketing Integration
Print, TV, Radio

Website, blog , Press Releases

Forums, PPC, Social Share, Chat

Drives traffic, builds trust, establish reputation, produce credibility, shows thought leadership, build brand awareness, educates prospects

Calls to Actions to Landing Pages

Top of the Funnel Offers — eBook

Middle of the Funnel Offers — webinar

Bottom of the Funnel Offers — pricing

Lead Nurturing

SALES

Unified Messaging

USP

Incoming Traffic

Outbound Marketing Integration
Print, TV, Radio

Website, blog , Press Releases

Forums, PPC, Social Share, Chat

Drives traffic, builds trust, establish reputation, produce credibility, shows thought leadership, build brand awareness, educates prospects

Calls to Actions to Landing Pages

Top of the Funnel Offers — eBook

Middle of the Funnel Offers — webinar

Bottom of the Funnel Offers — pricing

ng

SALES

USP Heuristic Formula

$$Rc[Vf - Cf] = Nf *$$

*Patent to Meclabs

Incoming Traffic

Outbound Marketing Integration
Print, TV, Radio

Website, blog , Press Releases

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Drives traffic, builds trust, establish reputation, produce credibility, shows thought leadership, build brand awareness, educates prospects

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Top of the Funnel Offers — eBook

Middle of the Funnel Offers — webinar

Bottom of the Funnel Offers — pricing

SALES

Landing Page Optimization

USP

$$Rc[Vf - Cf] = Nf *$$

$$C = 4m + 3v + 2(i-f) - 2a*$$

*Patent to Meclabs

Incoming Traffic

Outbound Marketing Integration
Print, TV, Radio

Website, blog , Press Releases

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Drives traffic, builds trust, establish reputation, produce credibility, shows thought leadership, build brand awareness, educates prospects

Calls to Actions to Landing Pages

Top of the Funnel Offers — eBook

Middle of the Funnel Offers — webinar

Bottom of the Funnel Offers — pricing

ing

SALES

USP

$$Rc[Vf - Cf] = Nf *$$

$$C = 4m + 3v + 2(i-f) - 2a*$$

Wherein:

"C" = Probability of conversion
"m" = Motivation of user
"v" = Force of the value proposition
"i" = Incentive (additional) to take action
"f" = Friction elements present
"a" = Anxiety elements present

Landing Page Optimization

*Patent to Meclabs

How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

1. People don't buy from websites, people buy from people

How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

2. You don't optimize websites, you optimize thought sequences

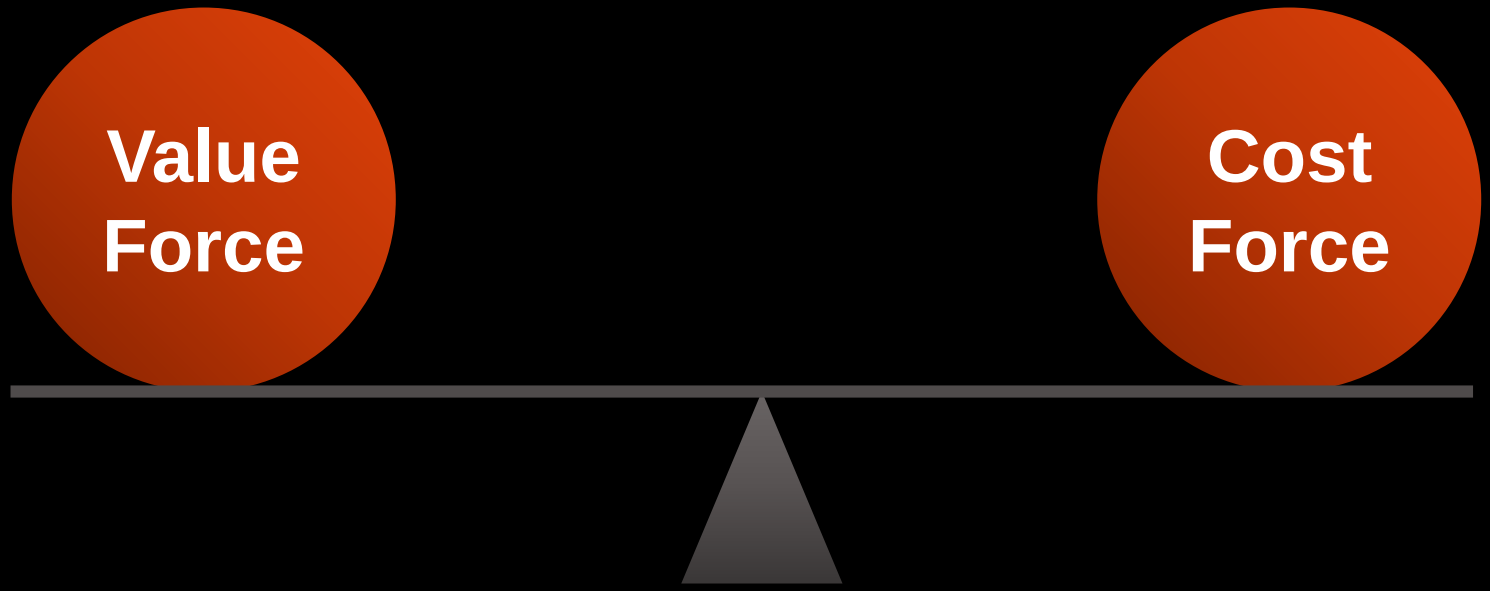
How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

3. To optimize thought sequences, you must enter into a conversation

How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?

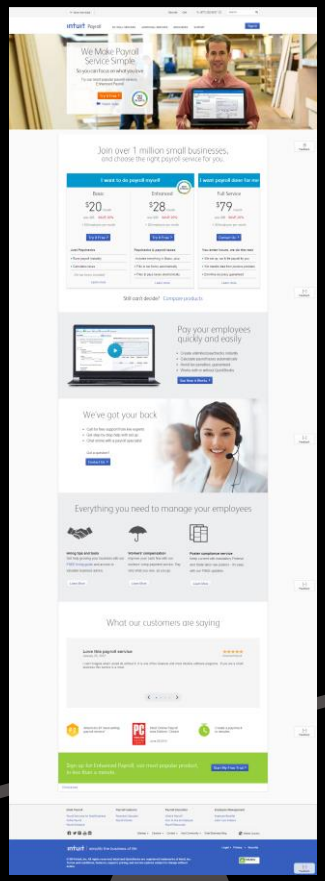
*4. Then you must guide the conversation toward a **value exchange***

How can we conceptualize a simple, yet powerful, paradigm for crafting value propositions?



Value Exchange

Value Force

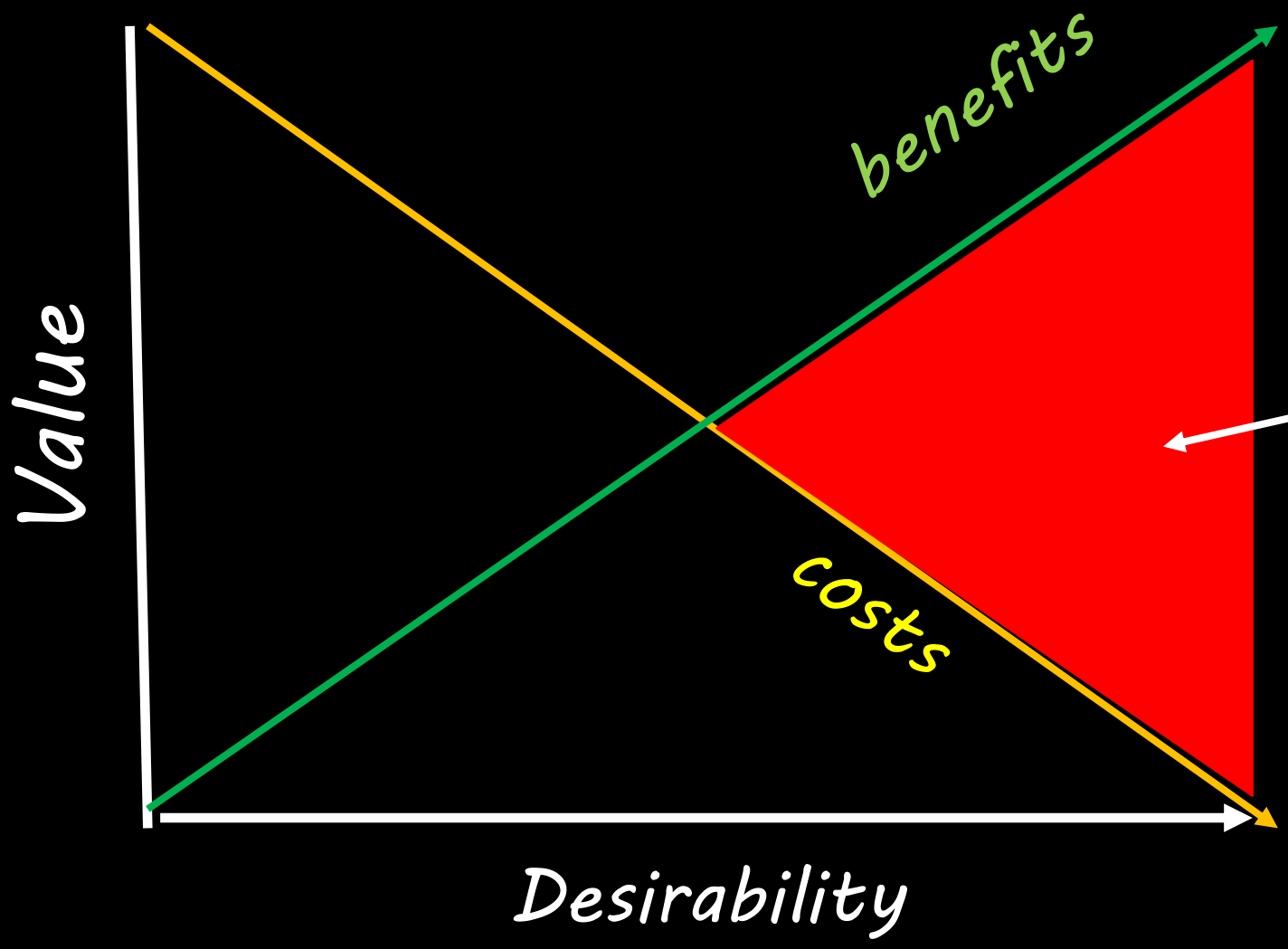


Cost Force

$$Rc[Vf - Cf] = Nf^*$$

The net force is positive

*Patent to Meclabs



Once your benefits outweigh costs, prospects becomes more motivated

Value Exchange

When benefits are added and costs are lessened, desirability increases

What is USP?

What is USP?

This question can be best defined with another question

What is USP?

"If I am your ideal prospect, why should I buy from you rather than any of your competitors?"

If I am your ideal prospect, why should I buy from you rather than any of your competitors?

You are fundamentally answering a first-person question posed in the mind of your customers. It always implies a "because" answer.

If I am your ideal prospect, why should I buy from you rather than any of your competitors?

A value proposition focuses on a specific customer segment. This requires you to consider who you are not going to serve and the associated tradeoffs.

If I am your ideal prospect, why should I buy from you rather than any of your competitors?

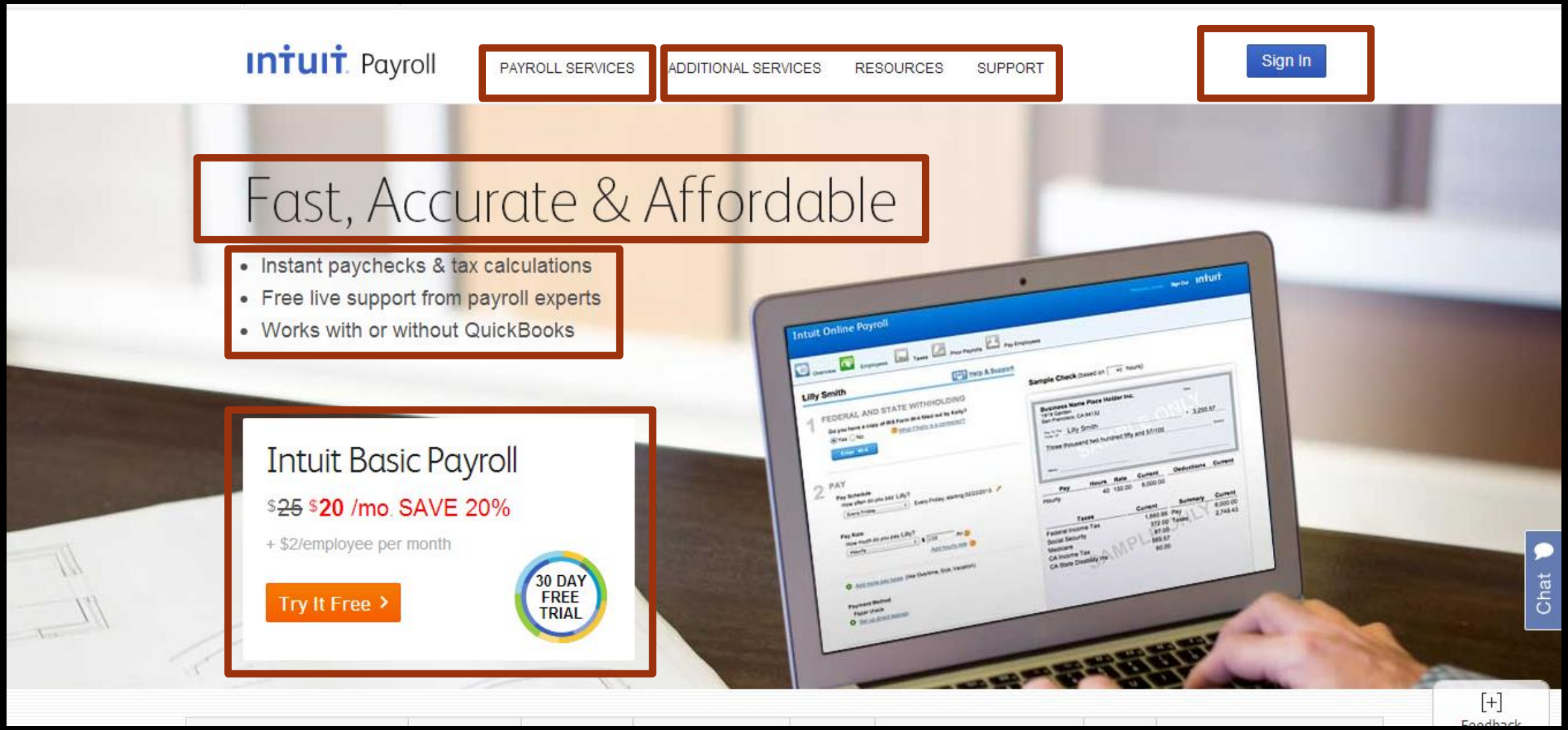
A value proposition is an ultimate reason – the reason why; it is the culmination of a careful argument

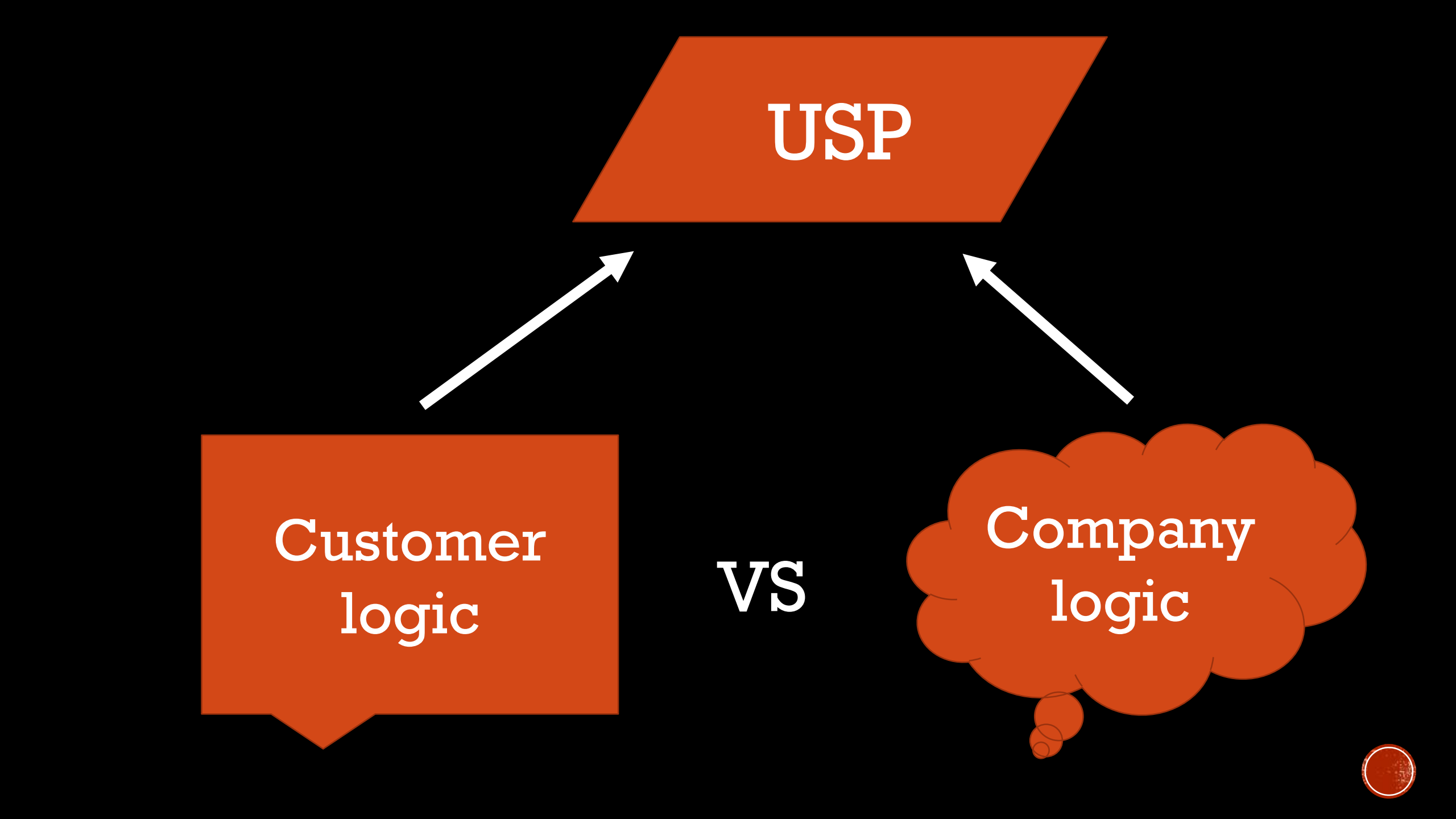
If I am your ideal prospect, why should I buy from you rather than any of your competitors?

A value proposition must differentiate you from your competitors. In at least one way, you must have an "ONLY" factor

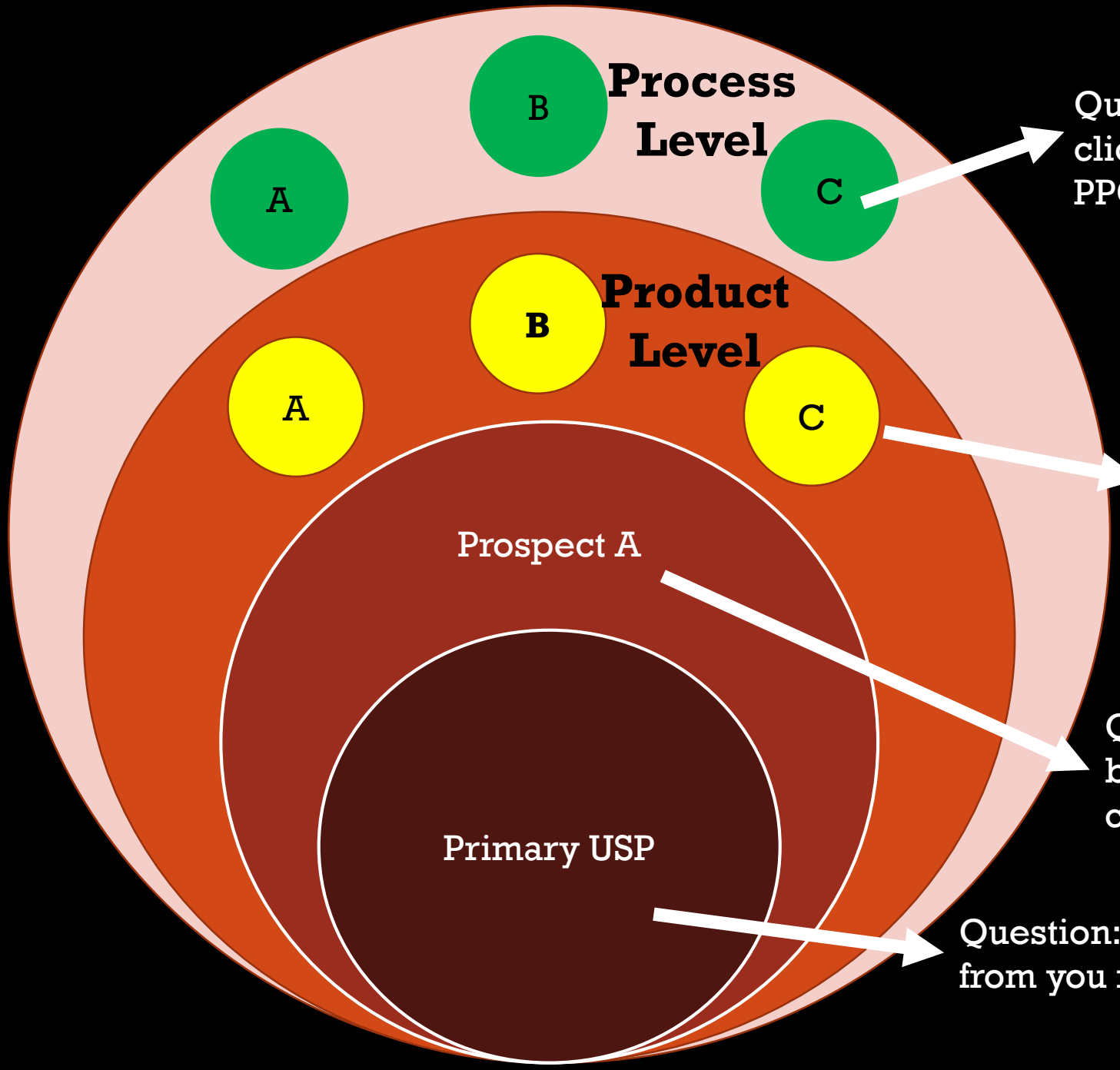
We need to understand the relationship between the core and the derivative value propositions

Derivative Value Propositions




USP
Customer logic
VS
Company logic

There must be an obvious connection between the company, its various products, and its different prospects

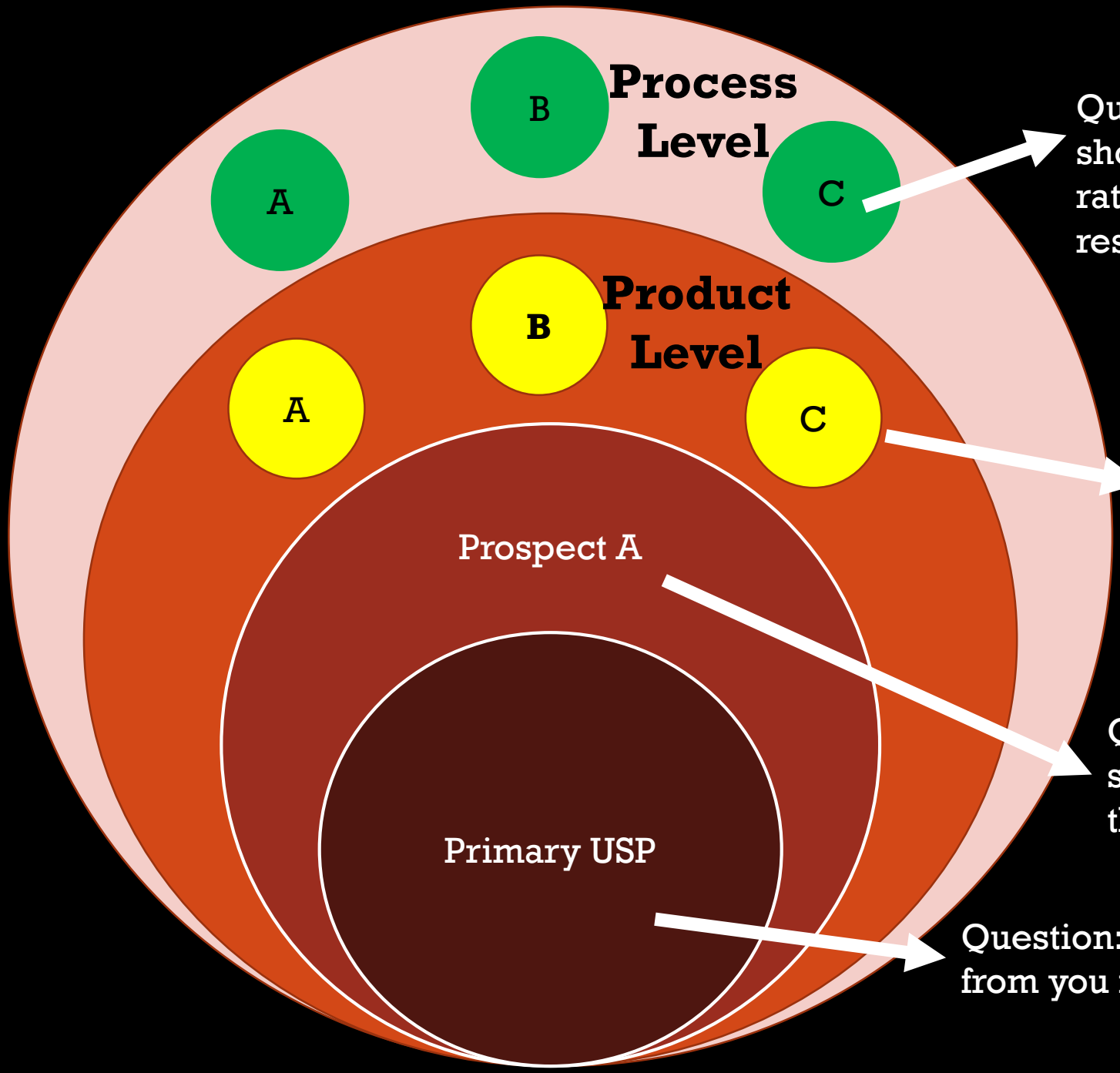


Question: Why should [PROSPECT A] click this PPC ad rather than any other PPC ad?

Question: Why should [PROSPECT A] buy this product C rather than any other product?

Question: Why should [PROSPECT A] buy from you rather than any of your competitors?

Question: Why should your ideal prospect buy from you rather than any of your competitors?



Question: If I am a college student, why should I click this tablet search result rather than any other tablet search result?

Question: If I am a college student, why should I buy this tablet C rather than any other tablet?

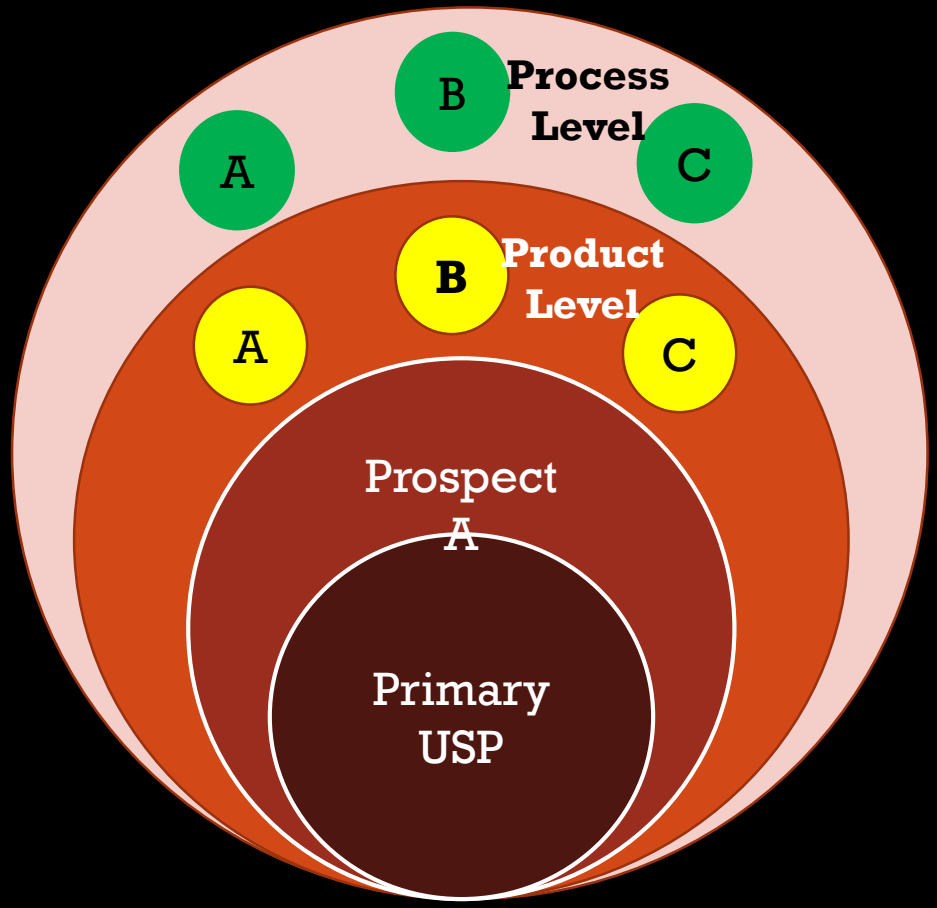
Question: If I am a college student, why should I buy from you rather than any of your competitors?

Question: Why should your ideal prospect buy from you rather than any of your competitors?

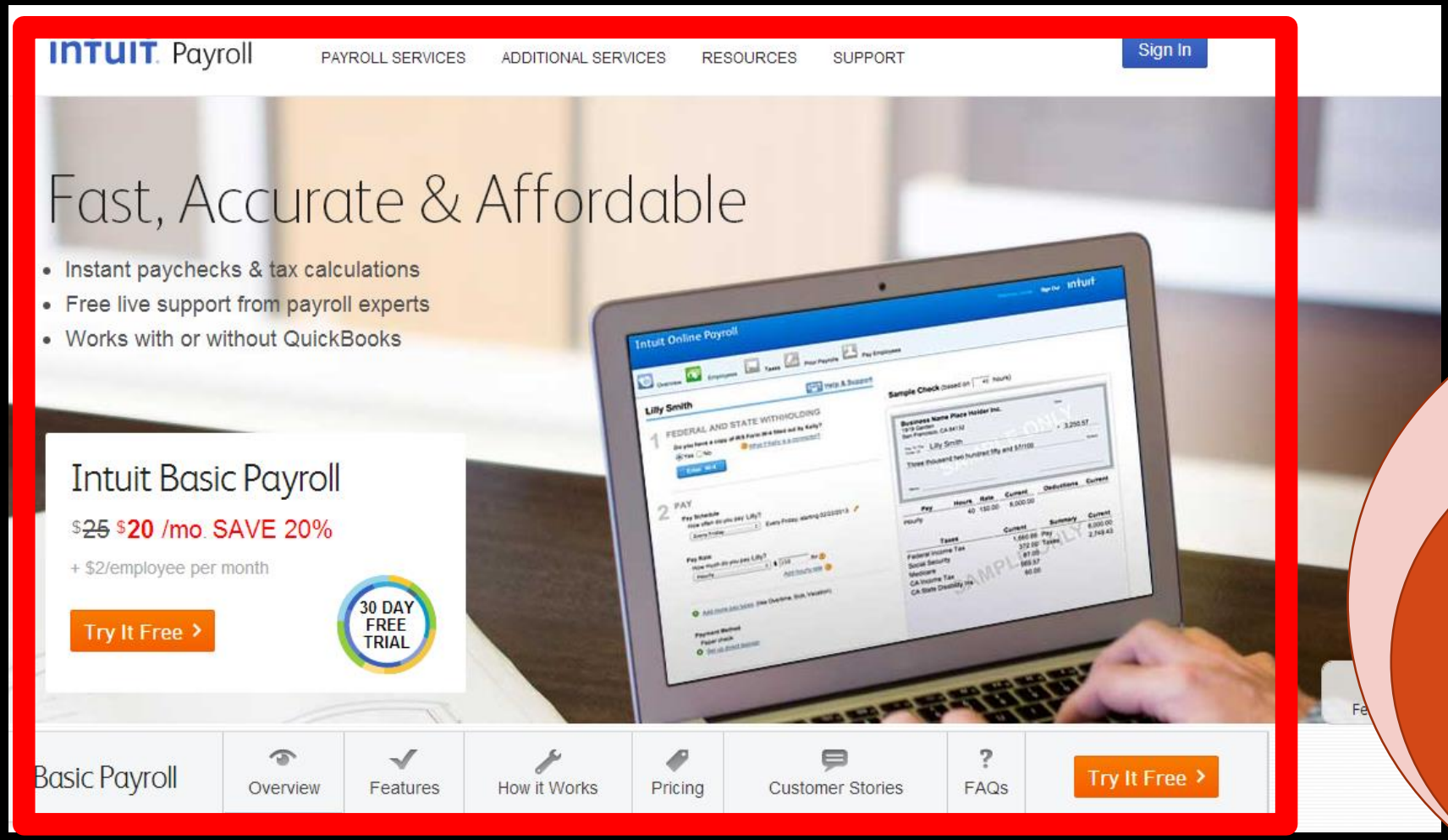
Derivative value propositions are so interlinked that they will often overlap.

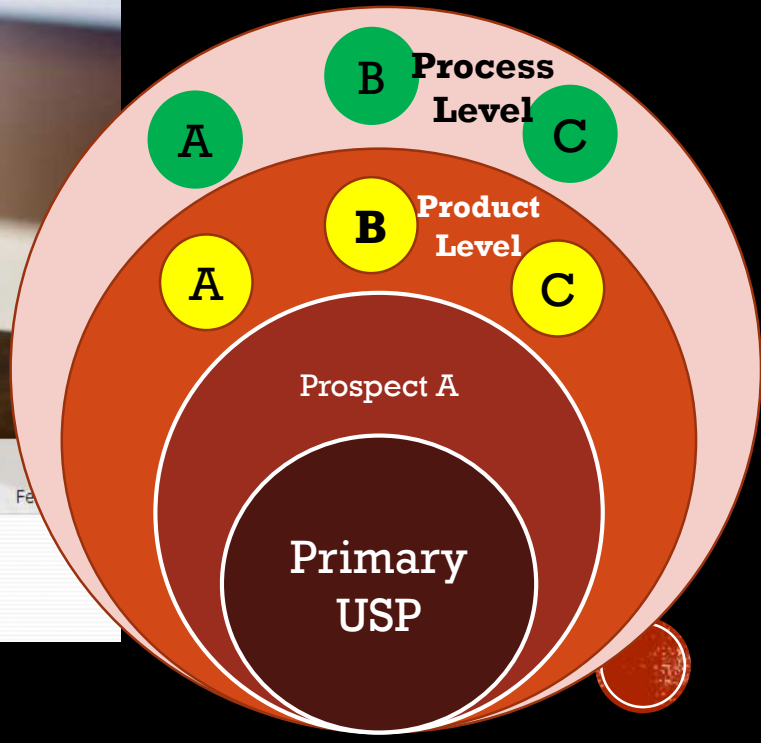
Derivative value propositions are so interlinked that they will often overlap.

Process Level
Product Level
Prospect Level

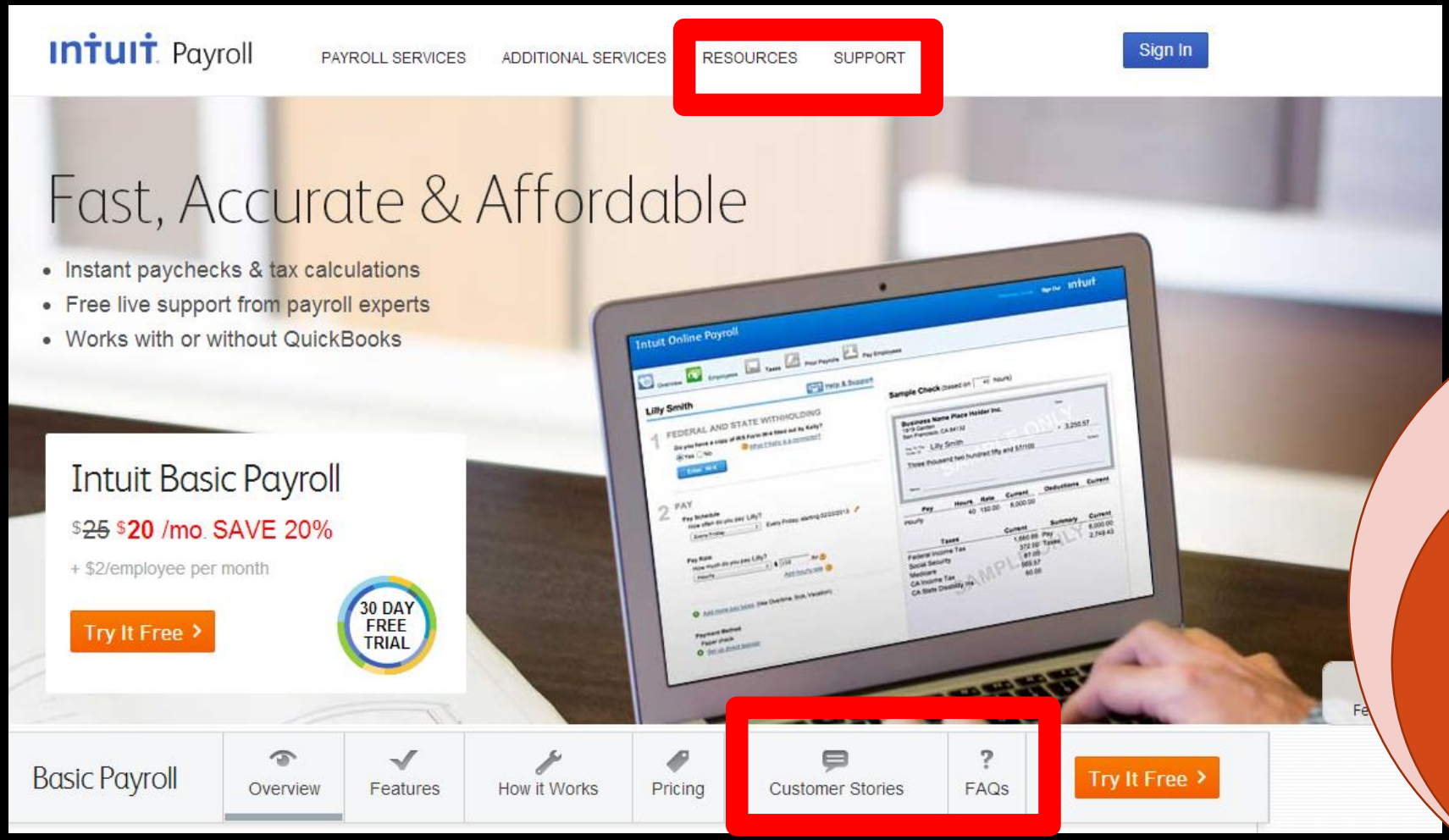


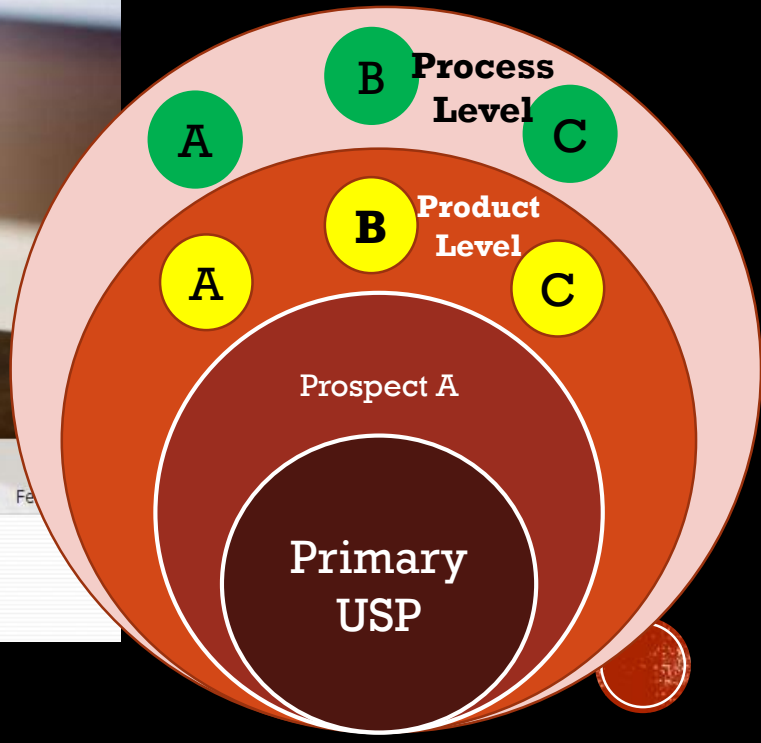
Product Level



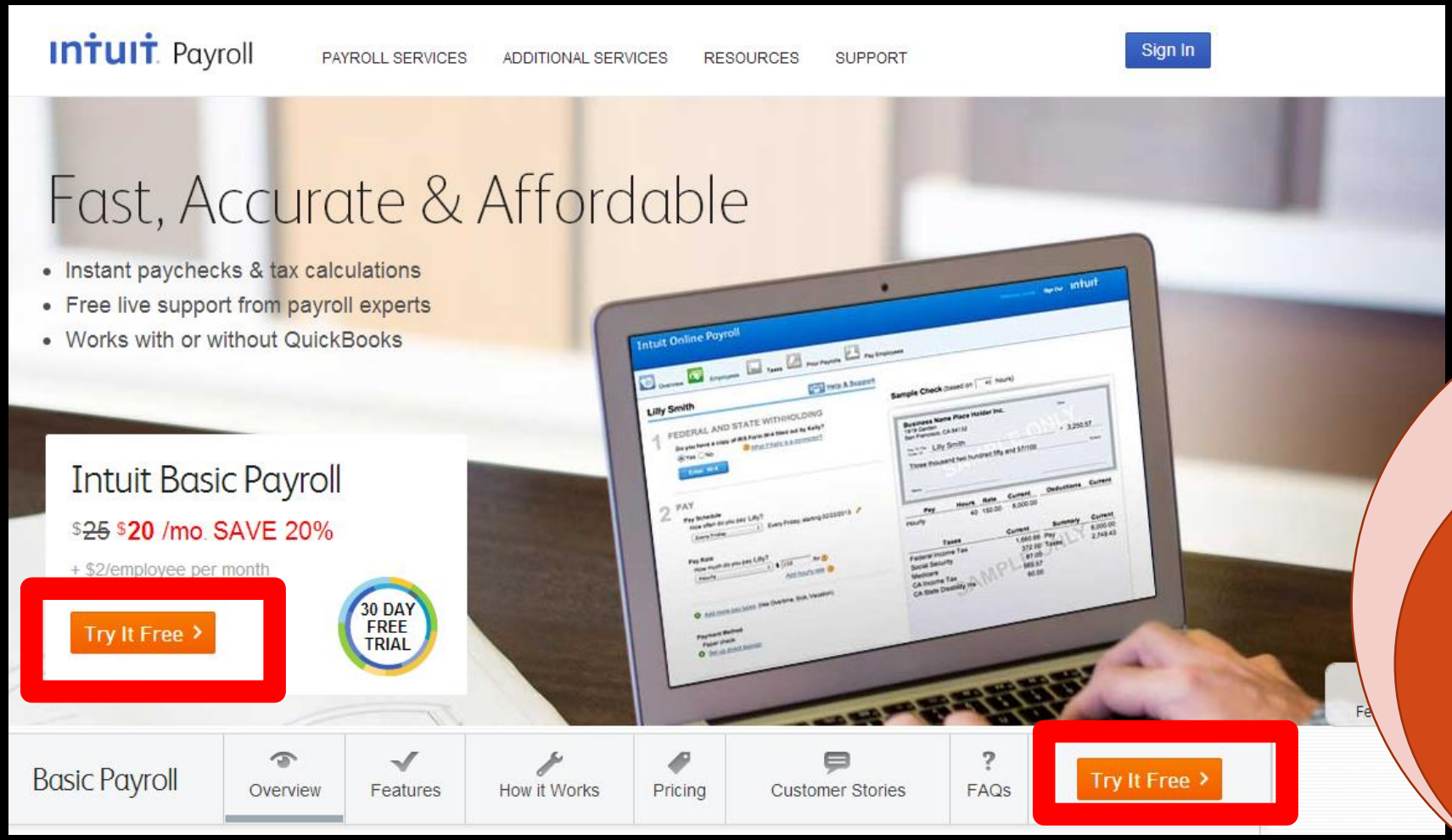


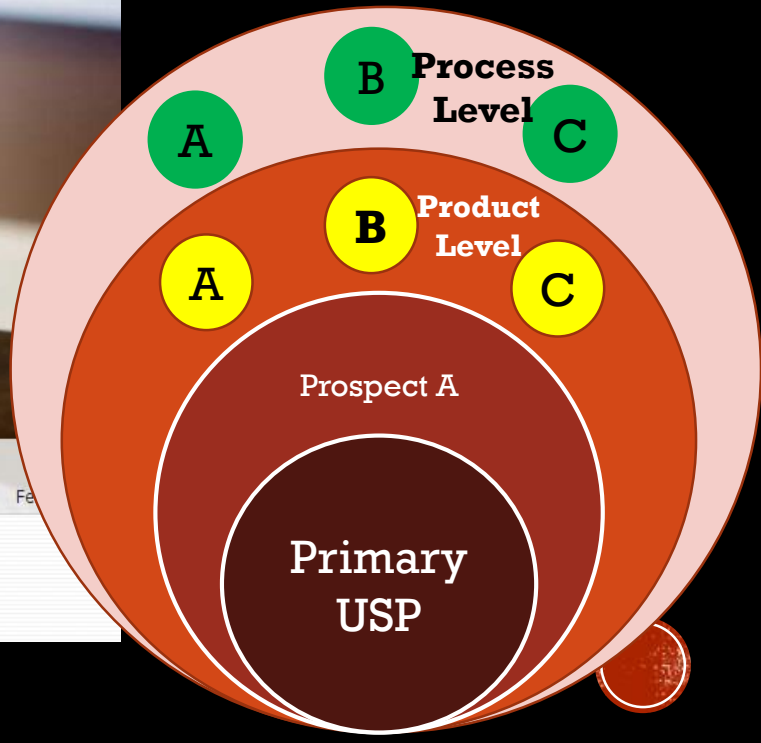
Process Level



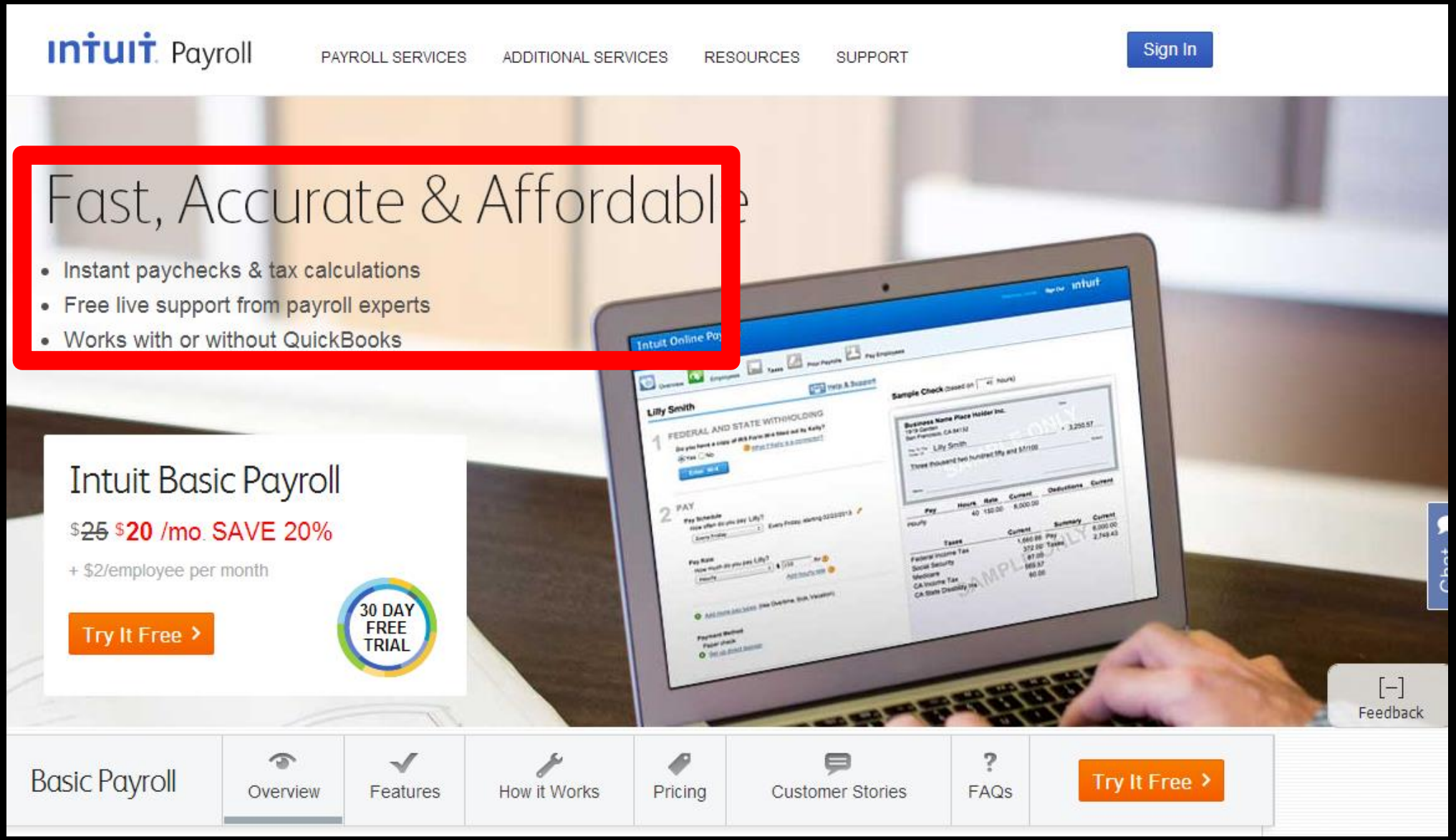


Prospect Level





USP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PAYROLL SERVICES
ADDITIONAL SERVICES
RESOURCES
SUPPORT
Sign In
Fast, Accurate & Affordable
Instant paychecks & tax calculations
Free live support from payroll experts
Works with or without QuickBooks
Intuit Basic Payroll
$25 $20 /mo. SAVE 20%
+ $2/employee per month
Try It Free
30 DAY FREE TRIAL
Feedback
Basic Payroll
Overview
Features
How it Works
Pricing
Customer Stories
FAQs
Try It Free

What determines the FORCE of your USP?

What determines the FORCE of your USP?

$$Rc[Vf - Cf] = Nf *$$

$Rc = (Cl \mid Cr)$

$Vf = (Ap/Ex)$

$Cf=(Mt+Mn)$

Main elements:

Nf = Net Force of Value Proposition

Vf = Gross Force of Value Proposition

Cf = Gross Force of the Cost

Rc = Reception

Sub elements:

Vf = Ap = appeal
Ex = Exclusivity

Rc = Cl = Clarity
Cr = Credibility

Cf = Mt = Material
Mn = Mental

*Patent to Meclabs

What determines the FORCE of your USP?

*Rc[Vf – Cf] = Nf **

Sub elements:

Vf = Ap = appeal
Ex = Exclusivity

Rc = Cl = Clarity
Cr = Credibility

Cf = Mt = Material
Mn = Mental

Cognitive Conclusions:

Ap = appeal = "*I want it*"

Ex = Exclusivity = "*I can't get it anywhere else*"

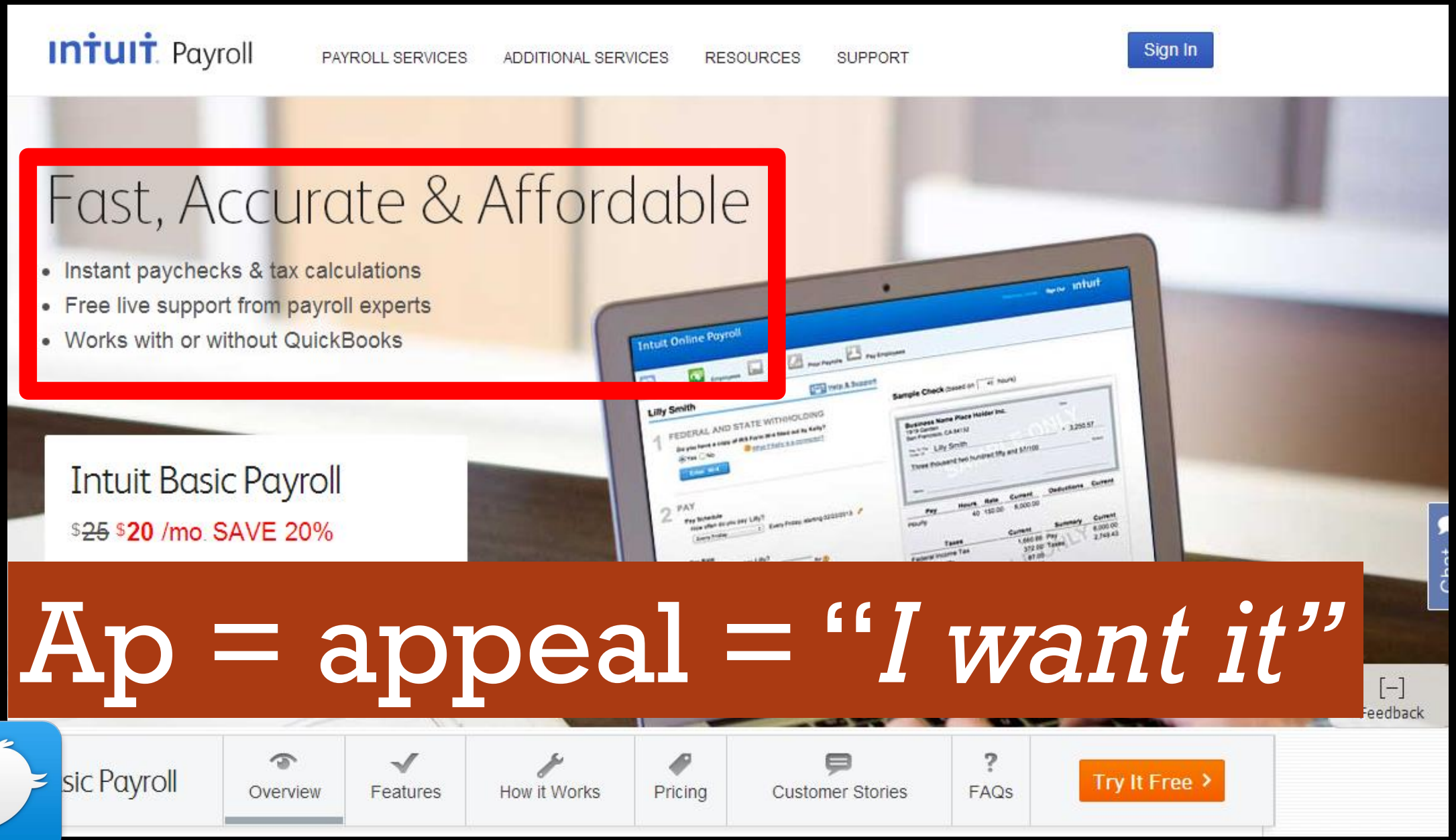
Cl = Clarity = *"I understand you"*

Cr = Credibility = *"I believe you/it"*

Mt = Material = *"I need to pay this much"*

Mn = Mental = *"I need to do this much"*

*Patent to Meclabs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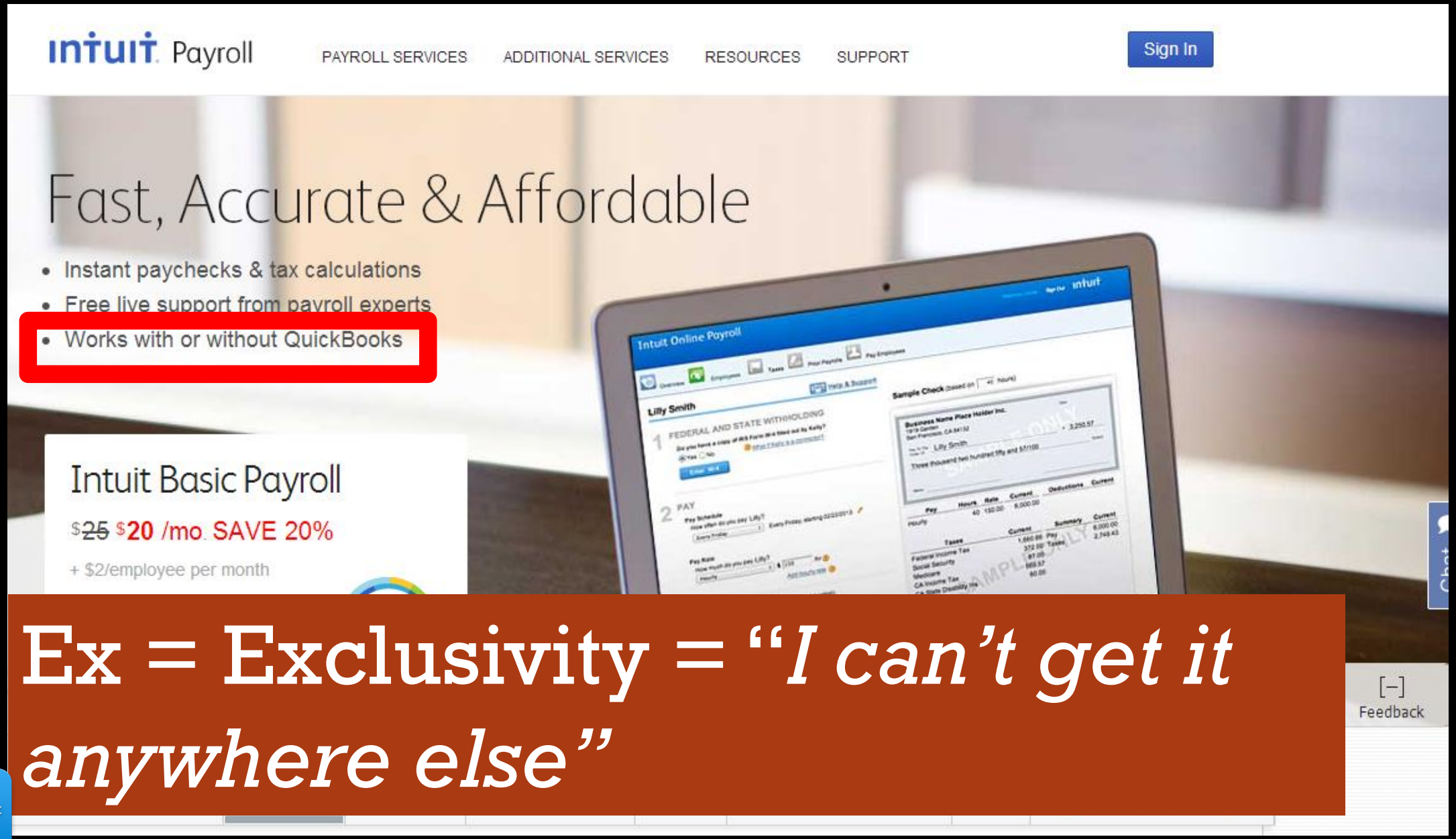
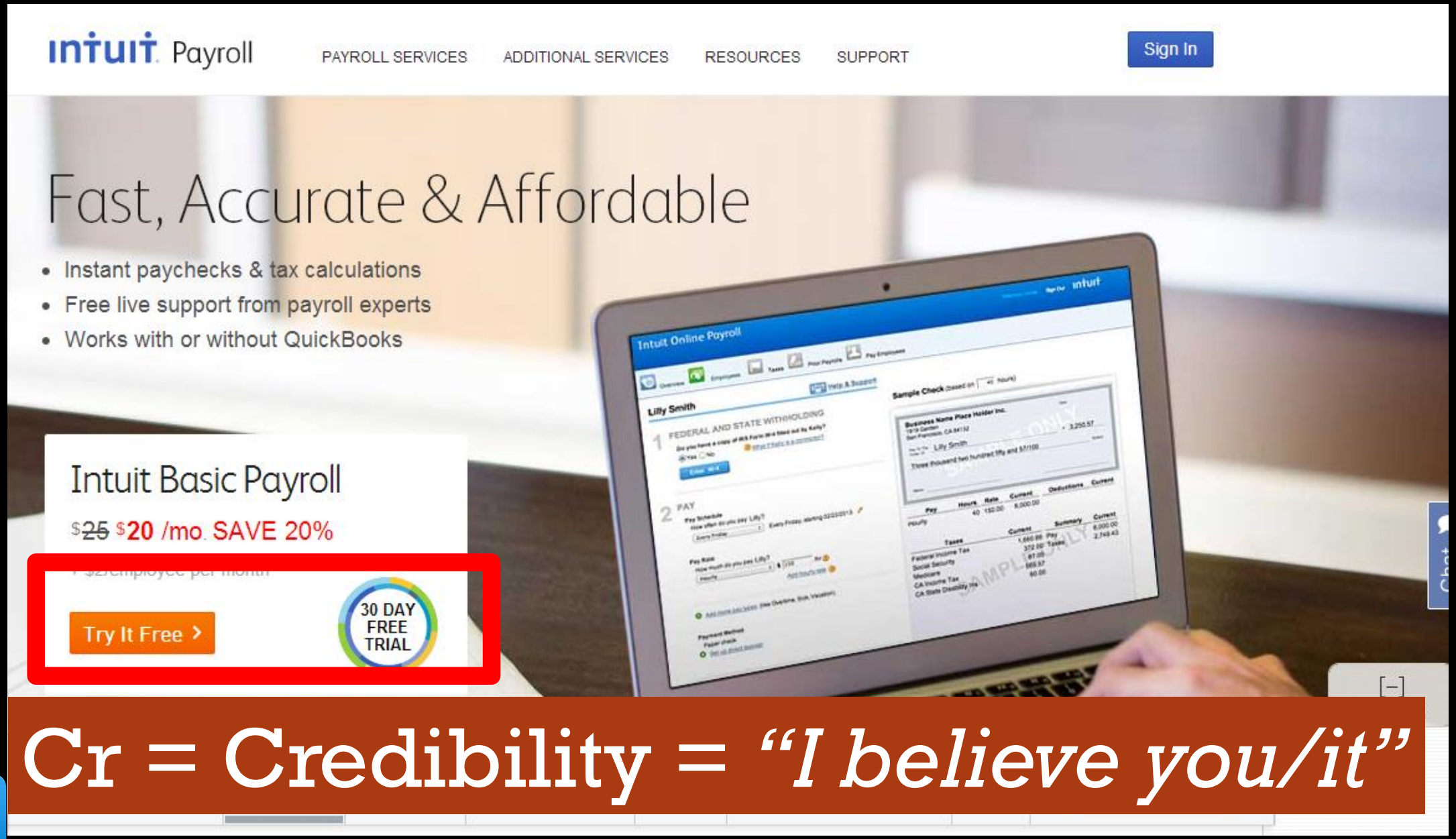
PAYROLL SERVICES
ADDITIONAL SERVICES
RESOURCES
SUPPORT
Sign In
Fast, Accurate & Affordable
Instant paychecks & tax calculations
Free live support from payroll experts
Works with or without QuickBooks
Intuit Basic Payroll
$25 $20 /mo. SAVE 20%
Ap = appeal = "I want it"
sic Payroll
Overview
Features
How it Works
Pricing
Customer Stories
FAQs
Try It Free ›

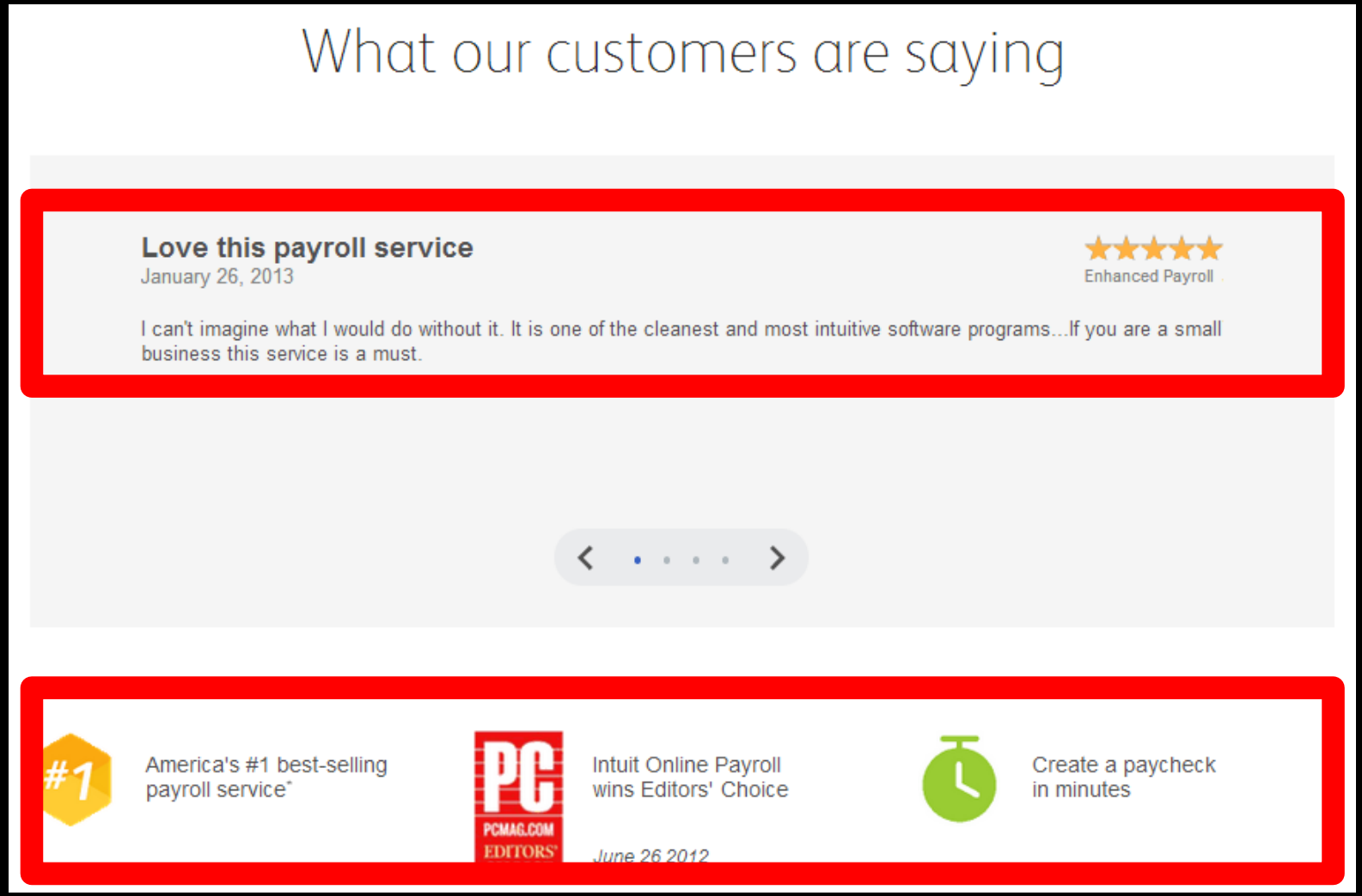


Ex = Exclusivity = "*I can't get it anywhere else*"

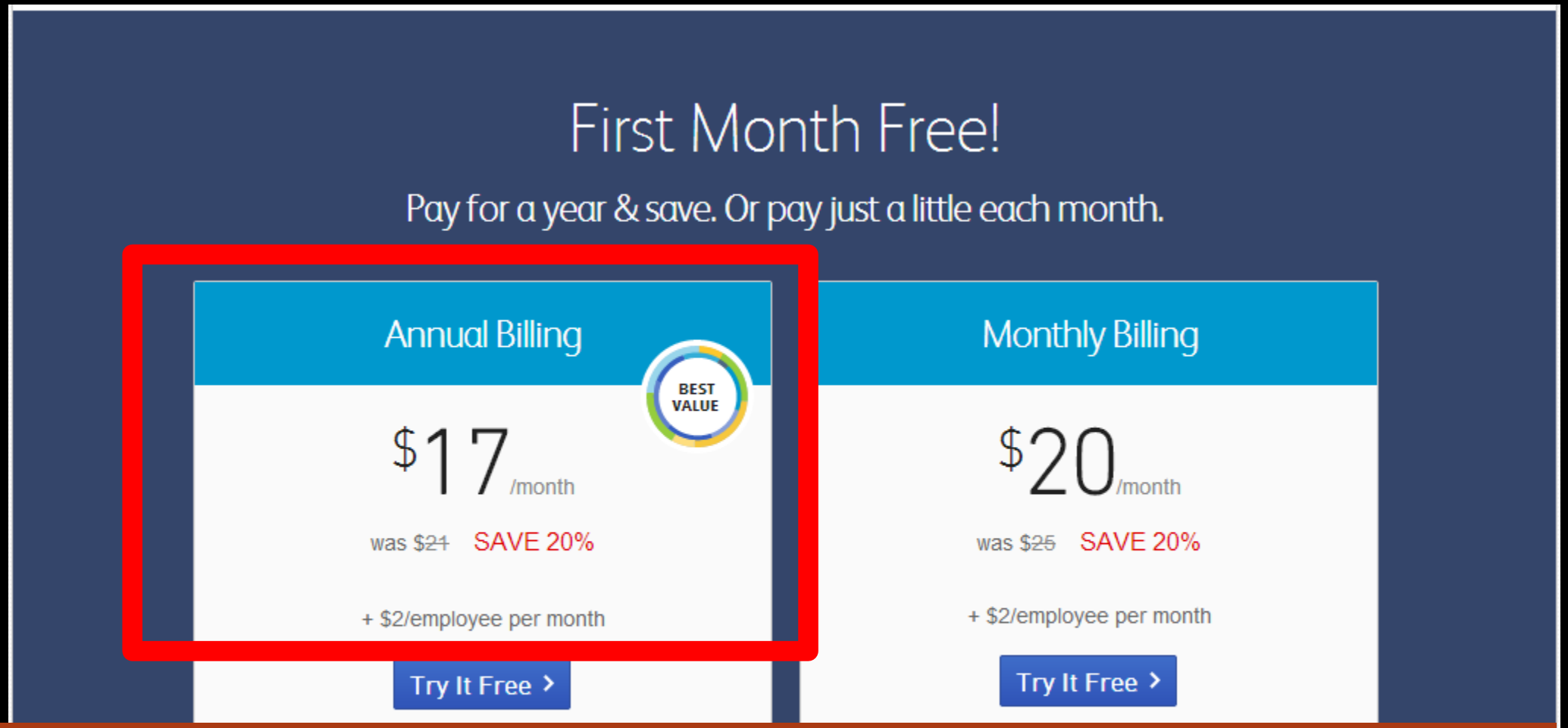
CI = Clarity = *"I understand you"*



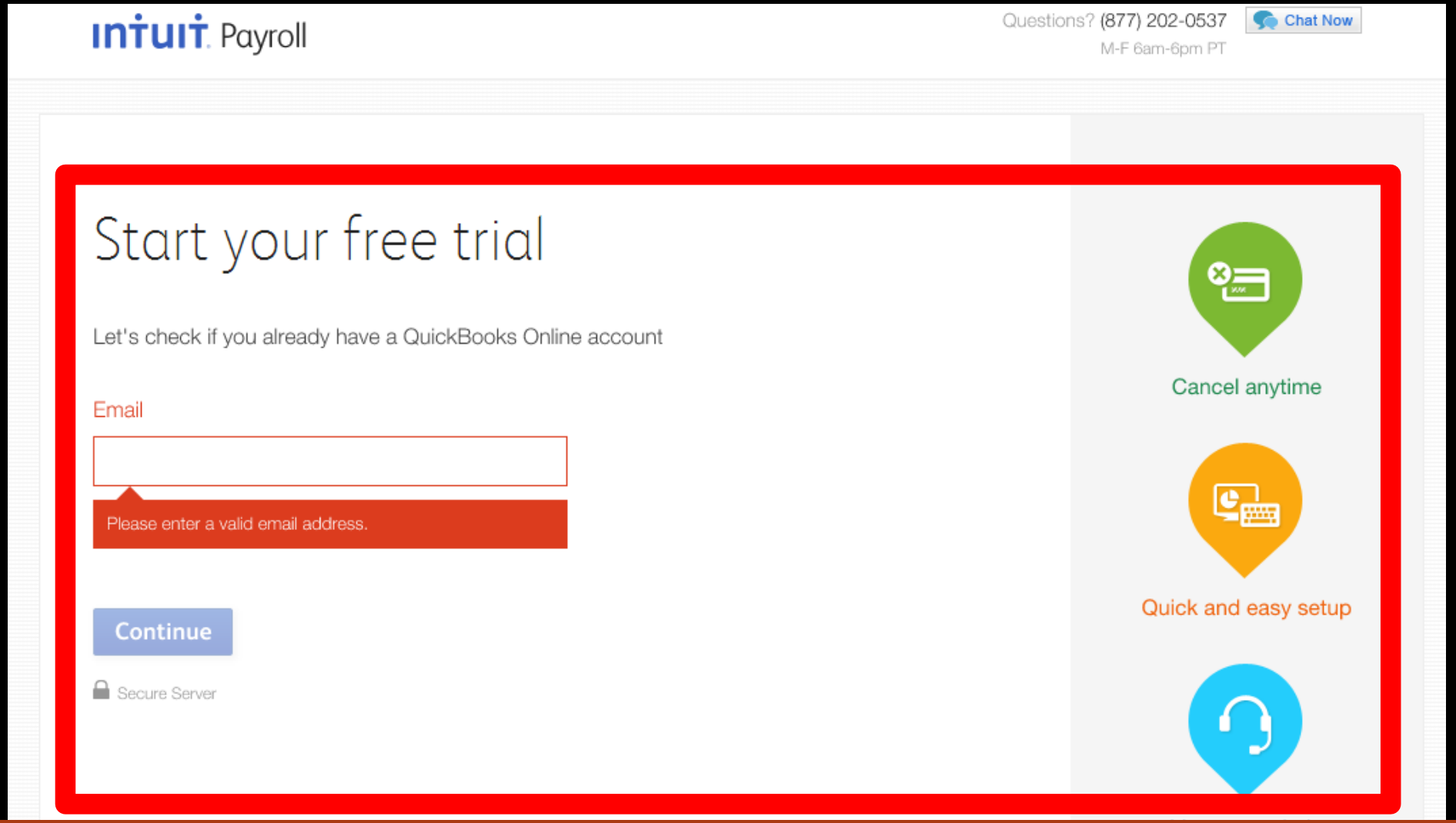
Cr = Credibility = *"I believe you/it"*



Cr = Credibility = *"I believe you/it"*

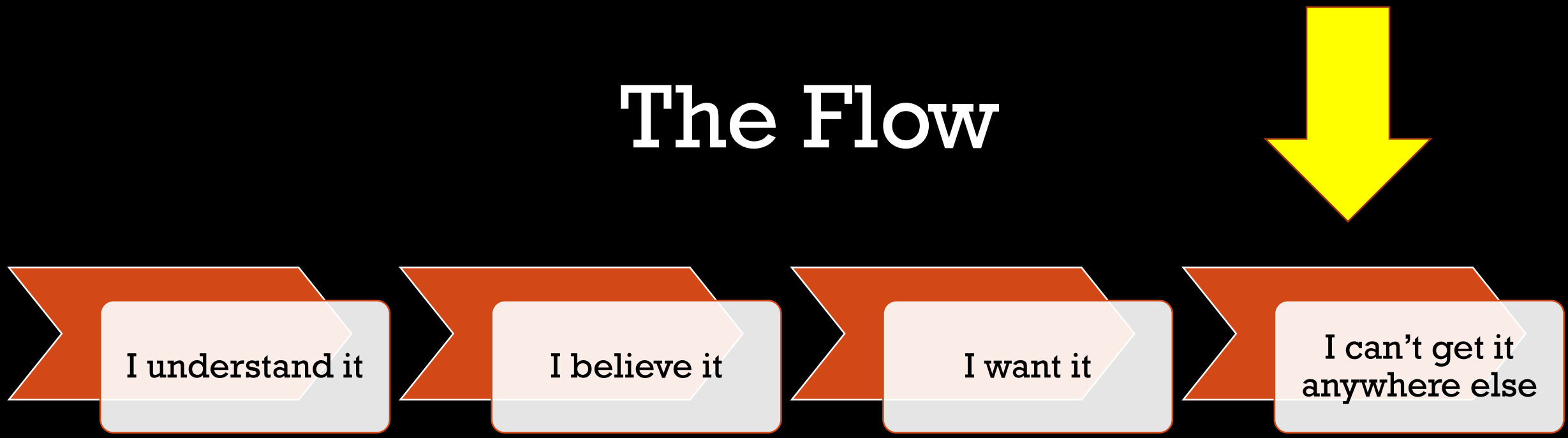


Mt = Material = *"I need to pay this much"*



Mn = Mental = *"I need to do this much"*

The Flow



The aim of the marketer is value received; value received is contingent upon value believed . Value believed is contingent upon value conceived (understood)

The Importance of Rc

$$Rc[Vf - Cf] = Nf *$$

$(Cl \mid Cr)$ *(Reception/Perception)*

Rc is a Multiplier

[Clarity + Credibility] This is the most important in the heuristic because without it, the other information is irrelevant.

*Patent to Meclabs

Crafting the your USP

STEP 1: Identify the **Value Proposition Question**

"If I am your ideal prospect, why should I buy from you rather than any of your competitors?"

STEP 2: Identify 5-10 Potential Claims of Value:

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

STEP 3: Rate the Appeal and Exclusivity for Each Claim (in table above)

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

STEP 4: Identify 2-3 Evidentials for the Top Claim(s) of Value (from table above)

STEP 4: Identify 2-3 Evidentials for the Top Claim(s) of Value (from table below)

Claim #1 Evidentials:

1.

2.

Claim #2 Evidentials:

1.

2.

Claim #3 Evidentials:

1.

2.

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

STEP 5: Craft a Clear Argument Integrating the Top Claim(s) of Value with Supporting Evidentials

Step 6: Develop the long-form Value Proposition Statement

Step 7: Develop the short-form Value Proposition Statement

Step 8: Develop the Supporting Value Proposition Narrative

Step 9: Develop the essential Value Proposition Graphics

Step 10: Develop the Brand-focused Value Proposition Linkage

Thank You!

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