

## IDENTIFYING YOUR BENEFIT: WHAT MAKES YOUR BUSINESS DIFFERENT!

Consumers are faced with all kinds of choices about how – and where – to spend their money. Making your company the obvious choice for your clients takes knowing exactly what benefit you can offer your clients that makes you different from just any other agency. Not sure what sets you apart? Here are some ways to find out:



### ASK YOUR CLIENTS

It sounds almost painfully obvious, but the truth is that the best people to answer the question of why doing business with you is better, are the people already doing business with you! Call up a few of your most loyal and longstanding clients and ask them what they care about when selecting an agency and why they choose you. For even more feedback, send out a survey to all past clients.



### ENGAGE YOUR TEAM

Branding your agency shouldn't be a solo project. Your team is likely to have unique perspectives and unconventional ideas that you might not have thought of on your own. Not only that, but figuring out your unique value proposition can be a great teambuilding exercise!



### DO A SWOT ANALYSIS

A SWOT Analysis is a way for you and your team to consider your strengths, weaknesses, opportunities and threats as a company. Not only does this exercise help you see what your organization does especially well, it's also an excellent tool for creating your company's strategy going forward.



### CHECK OUT THE COMPETITION

While your focus should primarily be on what sets you apart, it's nevertheless helpful to know how your competitors are talking about themselves. Doing a simple competitive analysis can make it more obvious what makes your business different from others in your market.



### IDENTIFY YOUR VALUE

Once you know what your clients care about, what your strengths are, and what your competition says, you can start thinking of how your company brings the most value. Whether it's the most fun closing experience, the quickest turn around, or the most experienced team - what benefit is unique to your agency?



### SYNTHESIZE AND SIMPLIFY

Once you've determined your unique value, it's time to put a bow on it. Packaging your unique value simply, concisely, and frequently ensures that your clients create a strong association between you and your brand. Taglines, visual branding, and consistent marketing efforts can all drive home this connection and keep you top of mind to past and prospective clients.