



Don't get me started on...



Positioning

How often have you...

- experienced the frustration of a company you're interested who've a web site so full of information you can't find out the basics, who they are and what they do?
- been given 'off the shelf' marketing collateral that bears no relationship to the real business issues you've just discussed, as soon as they're out of sight it's straight in the bin?
- seen sales people having to work so much harder than they need to because their company doesn't have any well thought through value propositions?



A company with a clear business strategy, well thought through value propositions and a defined position may not be able to guarantee success but will certainly make it more likely (and will make the lives of the sales team easier). So why do so many companies end up with complex web sites, confusing messages and unhelpful brochures? Maybe its because it's not easy to do, it takes quite specific skills and an investment of time. We've helped many companies improve their message and find it's a lot easier if you stick to some simple principles.

What your customers say is more credible than what you say

Ask your best customers why they chose you, get them to provide quotes and success stories; these are more believable than any claims you make. If you've helped someone in a similar position to do better it's likely that a prospect will relate to that best and be interested enough to hear what you have to say.

Less is more

"I'm sorry this is a long letter but I didn't have time to write a short one" sums it all up. Short compelling 'lift statements' and concise, well constructed descriptions may take time more time to compose but are quickly understood. In a business environment where time is at a premium show your prospects that you understand their pressures, invest your time in making it quick and easy for them to understand how you might help them.

Websites should start conversations, not end them

Your most important visitors are those that are looking for a solution to a pressing problem or to build a shortlist of companies to look into in more detail. In a high value B2B environment this means that you want to tempt them with enough to get their interest but not so much that they don't need to get in touch. You want them to start a conversation with you, not eliminate you from their shortlist. A comprehensive, flashy

website may impress you and the designers (and generate revenue for them) but if it gives visitors reasons to move on it's your money down the drain.

Tell them, tell them and tell them again

Being boring is not a good strategy but delivering a consistent message in a consistent manner across all communication with customers gets results. Brochures that are inconsistent with proposals confuse and that won't win business. Drip-feeding a consistent story raises it above the noise threshold and builds positive awareness.

Support sales

Marketing effort should always have a sales outcome and the best way of doing that is to relate all positioning collateral to a well thought through sales process. Start with the first contact and end up with an order. Different tools are needed at each stage, use this process to drive a collateral family that will be used, because it's relevant and because it works.

Practising what we preach...

We've a highly pragmatic approach to developing propositions and positioning that applies equally whether refreshing an approach or starting from scratch.

The key steps we like to take are:

1. Right up front, make sure there's a clear definition of the business strategy, if it's not clear, make it so.
2. Develop the key messages and lift statements into a draft form and try them out. Test them on friends, partners, and customers, whoever's available.
3. Build these into a website or take a big red pen to an existing site in order to make sure these messages get through.
4. With the basic positioning established by agreeing the web site it's relatively straightforward to develop a family of collateral and sales tools from it.
5. Success stories are the most valuable asset but also the most difficult to acquire so an ongoing campaign is needed to build an adequate library.

That's it, easy to say, a little harder to do...

Let's talk, find us at www.adara-associates.co.uk.