



MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 3 | Activity 1

Understanding your value and the purpose of your business



15min



- Pen and blank paper
- Printer (optional)
- Coloured pens/pencils (optional)
- List of contacts
- Access to internet

DESCRIPTION

This unit will help you understand what value you deliver and why it's important in your marketing.

THE ACTIVITY

Our _____ (product, services) help(s) _____ (customer segments) who want to _____ (jobs to be done) by _____ (verb reducing, avoiding) _____ (and customer pain) and _____ (verb increasing, enabling) _____ (and a customer gain). (Unlike _____) (competing value proposition)

1: Go Face-to-Face

So, what value are you actually creating for your customers and what are your selling points? Try to fill out the form above as sharply and precisely as possible.

Decide on how you want to conduct this activity and how you will participate in it. But keep in mind to actually do it, so you can gather accurate and precise information. It can be done individually, in groups, by departments, or for the entire company, depending on its size and scale.

Here's an example:

Our organically and sustainably grown vegetables appeal to environmentally conscious locals who prioritise high-quality organic produce and prefer to avoid chemicals while enjoying exceptional taste unlike what might be available in major supermarkets

THE THEORY

Advantages of Having a Clear and Compelling Reason to Choose Your Brand (Value Proposition):

Customers can quickly understand what your company offers:

When people search online, they usually have a good idea of what they want. If it's not immediately clear that your company can meet their needs, they will probably look for another option.

Sets you apart from your competitors:

No matter what you do, there are always other businesses competing for customers. A strong reason to choose your brand explains to customers why they should pick you over the competition. It shows how your company is different and special.

Attracts the right customers and improves the quality of potential leads:

A clear reason to choose your company targets the customers who are most likely to be interested in what you offer. It explains why your solution is the best option for them. This means you have a higher chance of attracting customers who are genuinely interested in your business and are more likely to become loyal customers.

Helps customers understand and engage with your products or services:

A compelling reason to choose your brand helps customers truly understand the value of what you provide. It shows them how your offerings benefit them and why they should choose you over other options. When customers understand this, they are more likely to become actively engaged with your products or services.

Provides clear communication:

A strong reason to choose your brand immediately communicates to customers what you offer. It ensures that your message is clear on all the important pages, such as your website's homepage, product pages, and category pages. This way, customers can easily understand what your brand is all about and what sets you apart from others.

*source : www.invespcro.com

So, in other words, understanding your value proposition will enhance your communication with customers and make your marketing initiatives clearer. It will impact various aspects of your marketing strategy, including your business storytelling, desired brand identity, and how you appeal to both existing and potential customers.

Developed by our organizations

