

## Value Propositions

### What is the most important element to optimize?

The most important thing to optimize is your company value proposition (which may also be known as unique selling point, unique selling proposition, or some other variation).

### What exactly is a value proposition?

A value proposition is a company statement or theme that answers the following: *Why should I buy from you instead of a competitor (or find an alternative solution)?*

This is a question that all of your visitors ask themselves, half of the time subconsciously, and must be addressed for business success.

A value proposition is not an opportunity for a vague “We offer the lowest prices and have the best customer service” pitch (who doesn’t?). It should instead focus on **distinct benefits** that speak directly to your target audience (in their terminology) and differentiates you from competitors as clearly the optimum choice to meet their needs. Claims should be substantiated and/or quantified.

Example:

No - Xyz is a painting supply company offering the lowest prices

Yes - Xyz was rated #1 by Painters Choice Magazine for besting pricing and overall value.

### How do I create or refine my value proposition?

To create your value proposition you need to answer: *Who is my target customer/market and why should they buy from me instead of a competitor?*

Try to think like your customer and what their needs / worries might be. Make sure you are honest and do not try to be all things to all people. Focus on your customer. Remember, the more quantitative and exclusive your value proposition

is, the stronger affect it will have on your bottom line. Use reviews, testimonials and success stories to support your value proposition. For more help you can use the Squeeze Juice Marketing Value Proposition Worksheet.

**Help! We have a couple value propositions and we can't decide which one to use! / Ok, I've created my value proposition, now what?**

Time to test! Take your value proposition(s) on over to your Google AdWords account and set-up an Ad Group with relevant keywords and use each value proposition as a specific ad.

Example:

*Value Proposition* – “Xyz offers a 5,000 color “no-drip” paint selection for canvas artists and was rated #1 by Painters Choice Magazine for besting pricing.”

*Alternative Value Proposition* - “Xyz offers a 5,000 color “no-drip” paint selection for canvas artists and was rated #1 by Painters Choice Magazine for overall value.”

To test these we might try the following ads (make sure the under campaign settings the option ‘Rotate: Show ads more evenly’ is selected!)

[5000 No-Drip Paint Colors](#)

Choose From Over 5000 Colors  
#1 Best Pricing by Painters Choice  
[www.XyzPainting.com](http://www.XyzPainting.com)

[5000 No-Drip Paint Colors](#)

Choose From Over 5000 Colors  
Painters Choice - #1 Overall Value  
[www.XyzPainting.com](http://www.XyzPainting.com)

You can test as many variations as you'd like – just keep in mind the more testing the longer you'll have to wait for your results! The ad that receives the highest click-through-rating is your winner and gives you a solid place to start.

# Uncover Your Value Proposition

A key aspect for lifting conversions and increasing e-commerce profits



Practical services for lifting e-commerce conversion rates

[www.SqueezeJuiceMarketing.com](http://www.SqueezeJuiceMarketing.com)

Company Name:

## Required Factors

These are the key components to building your value proposition and will do most of the heavy lifting.

Look at each topic and jot down brief bullets / notes answering the title as it relates to your company. No need to go overboard here - keep it short, sweet, and to the point! Answer at least two (required).

List Exclusive or Unique Offerings	List Awards / Qualifications / Certifications	List Top Product(s) / Service(s) Benefits
<p><i>ex. - 500 paint colors not available anywhere else Remember to quantify! Not unique selection, but giant selection of 200+ widgets</i></p>	<p><i>ex. - Voted #1 by Painters Choice Magazine Certified Member of Painters USA Network</i></p>	<p><i>ex. - No-drip paint formula dries in 5 minutes (saves time and money from drip mistakes) Look through your customer testimonials to help</i></p>

## Optional Factors

These are the components that can support your key elements with additional assurances and incentives.

Look at each topic and jot down brief bullets / notes answering the title as it relates to your company. To be of any value they should be truly different than what your competitor(s) are offering (*Free return shipping? 60-day guarantee? Free 3 Day Shipping?*) Don't fill a list out unless it is unique.

Returns / Guarantees	Shipping	Pricing	Other
<p><i>ex - All paints are covered by our 30-day 100% money-back guarantee. Quantify and differentiate from your competitors!</i></p>	<p><i>ex - Free UPS 3-Day Select shipping on all 5,000 paint choices!</i></p>	<p><i>ex - 110% Lowest Pricing Guarantee Be careful with these - a customer who shops with you <b>solely</b> on price isn't really a customer you want.</i></p>	<p><i>Use for any additional supporting incentives</i></p>

Now that you have written down the core components of your company's value proposition, it is time to put them together. At this point you may already know what it's going to be, but if not you can use the general outline below to help flesh out ideas.

**[Company Name]** is a/an **[bullet from Awards list]** company providing / that offers **[enter bullet exclusive offering and/or benefit list]** for **[target audience]** needs *{end here or continue with}* all of which are supported by / have **[Strong differentiating bullet from Return/Shipping/Pricing list]**.

Let's put one together using the pre-filled examples about our 'XYZ Painting Company' that offers paint supplies to artists:

XYZ painting is the #1 choice for paint as voted by Painters Choice Magazine, offering over 5,000 paint colors patented with our 'No-Drip' formula saving artists time and money.

Chances are you will probably come up with several variations – which is great! Just fine-tune them and then test them using AdWords as discussed previously. Remember this outline is just that – an outline and general guideline to help you get the creative juices flowing! You can stay as close to it or as far from as you'd like!

The next article will discuss how to use your newly proven and tested value proposition to start increasing your conversion rates!