

IGNITING CUSTOMER ENGAGEMENT



Competitive Advantage

Identifying, developing and implementing a Value Proposition that sets you apart

Austin McCraw
Senior Director,
Content Production
MarketingSherpa

2014



Case Study Example



Company: *(Protected)*

Record Location: MarketingExperiments Research Library

Experiment ID: TP1291

Background: Provides end-to-end market solutions for small and medium-sized businesses.

Goal: Increase the email capture rate of an online form.

Primary Research Question: Which page will obtain the most form submissions?

Approach: A/B multi-factor split test that focused on improving overall communication of the value proposition.

Case Study Example

Control

100% Satisfaction Guarantee
Our data may not be perfect, but we think our guarantee is pretty close.



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- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

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We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

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From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

Case Study Example

Treatment

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What Our Customers Are Saying

It's a powerful tool for small businesses to market like the big guys.
Haydens
Sparta, New Jersey

I would recommend [redacted] to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.
Ruhter Auction & Realty Inc.
Hastings, Nebraska

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Habitat America
Annapolis, Maryland

QUALYS
Secure Site

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Case Study Example



201% Increase in Total Leads

The optimized version increased captured emails by 201.3%.

Design	Conversion Rate
Control	4.86%
Treatment 1	14.65%
% Relative Change: 111.5%	



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What was it about the treatment that made it so successful?

Learning Objectives

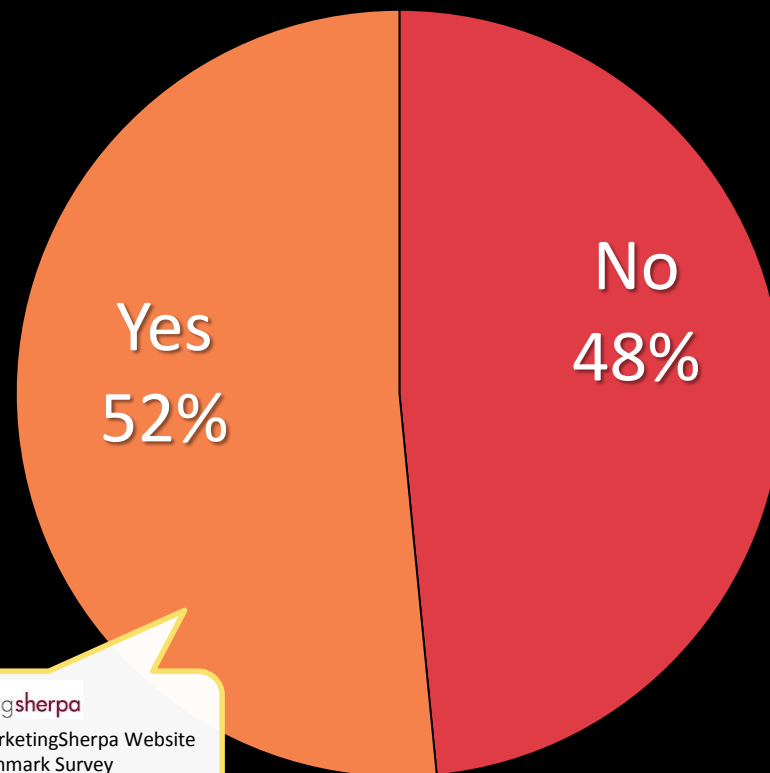
- What is a true value proposition?
- How can you measure a value proposition's impact?
- How can you effectively express a value proposition in marketing collateral?

A decorative graphic on the left side of the slide consists of overlapping triangles in shades of red, white, and yellow.

DEFINING VALUE PROPOSITION
WHAT IS A TRUE VALUE PROPOSITION?

Value Proposition Survey

Survey Question: Are you confident that each member of your marketing team can clearly and succinctly state your company's (or product's) value proposition?

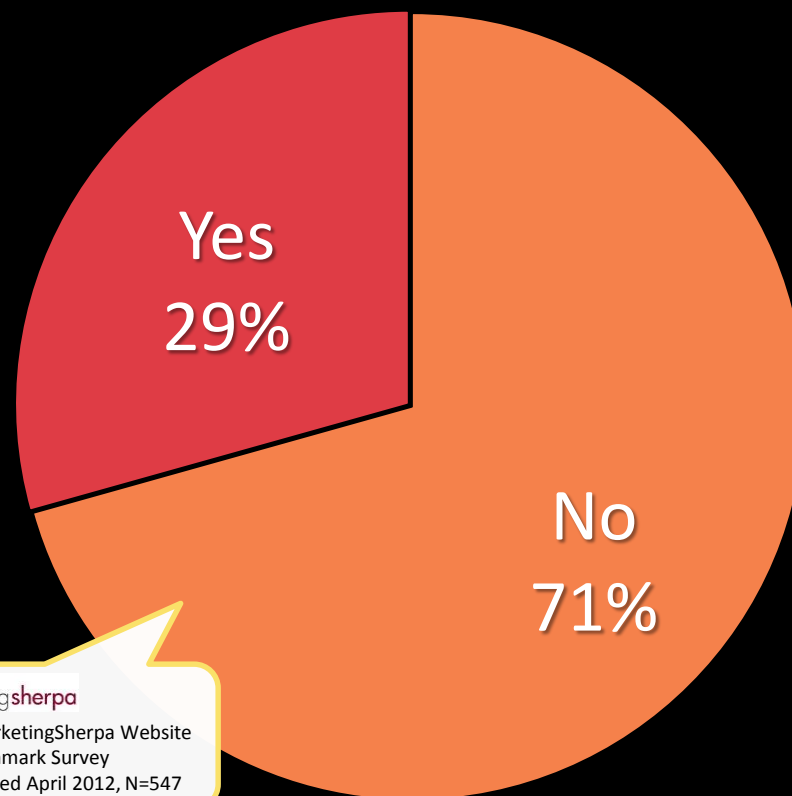



marketingsherpa

Source: ©2012 MarketingSherpa Website
Optimization Benchmark Survey
Methodology: Fielded April 2012, N=547

Value Proposition Survey

Survey Question: Has your organization tested your value proposition(s)?



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Source: ©2012 MarketingSherpa Website Optimization Benchmark Survey
Methodology: Fielded April 2012, N=547

Before We Begin



Take a moment to write down your company's current value proposition.

Value Proposition Survey

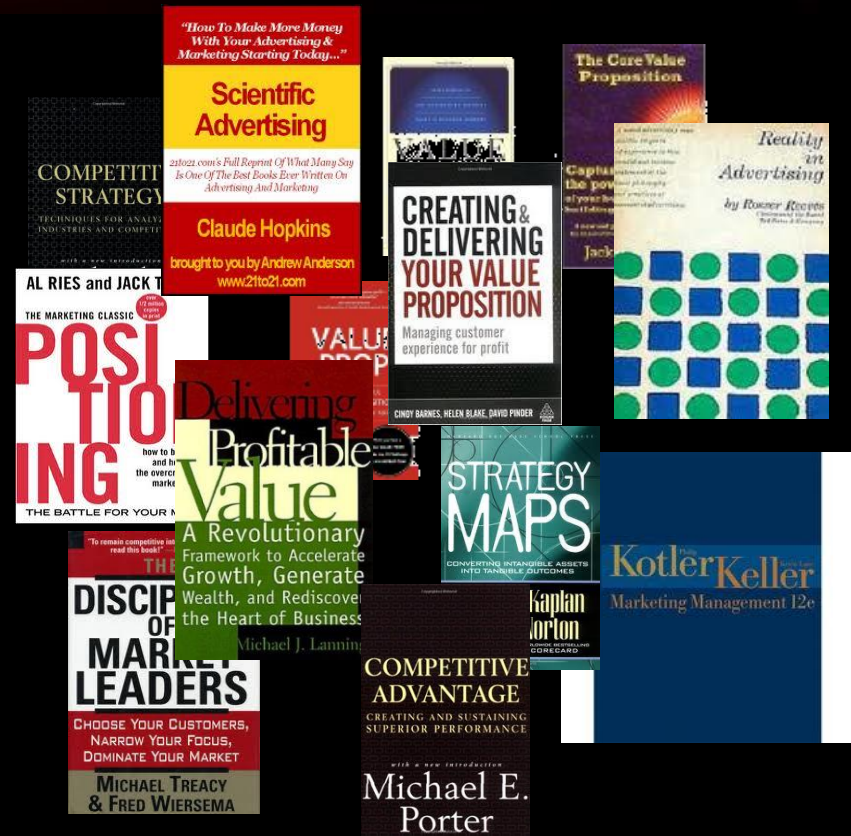
Common Responses: What's your value proposition?

- *"We empower your software decisions."*
- *"I don't sell products and services; I sell results, my guarantee."*
- *"We help mid-life women find their passion and purpose."*
- *"We are the leading technology provider."*
- *"Get found online."*
- *"This site has what the person is looking to find."*

Value Proposition Survey

Ongoing Literature Review of:

- More than 1,100 academic articles
- 20 popular authors including:
 - Starch
 - Hopkins
 - Reeves
 - Kotler
 - Porter
 - Lanning
- Reviews spanning from 1890s to present



What is a functional understanding of the term “Value Proposition”?

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

Understanding Value Proposition

Value Proposition Question *If I am your ideal prospect why should I buy from you rather than your competitors?*

1. You are fundamentally answering a **first-person question** posed in the mind of your customers. It always implies a “because” answer.
2. A value proposition focuses on a **specific customer segment**. This requires you to consider whom you will and will not serve and the associated tradeoffs.
3. A value proposition is an **ultimate reason — the reason why**. It is the culmination of a careful argument supported by evidentials.
4. A value proposition must differentiate you from your competitors. In at least one way, you must have an **“only” factor**.

An abstract graphic on the left side of the slide consists of overlapping triangles in shades of red, white, and yellow, creating a geometric pattern.

DETERMINING THE FORCE OF YOUR VALUE PROPOSITION
HOW CAN YOU MEASURE A VALUE
PROPOSITION'S IMPACT?

Case Study Example

Control

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Value Proposition Heuristic

$$Vf_{Ac} - Cf_{Ac} = Nf$$

$$Vf = (Ap \div Ex)$$

$$Ac = (Cl \div Cr)$$

$$Cf = (Mt \div Mn)$$

Main Elements:

Nf = Net Force of the Value Proposition

Vf = Gross Force of the Value

Cf = Gross Force of the Cost

Ac = Acceptance

Sub Elements:

V

Ap = Appeal

f

Ex = Exclusivity

C

Mt = Material

f

Mn = Mental

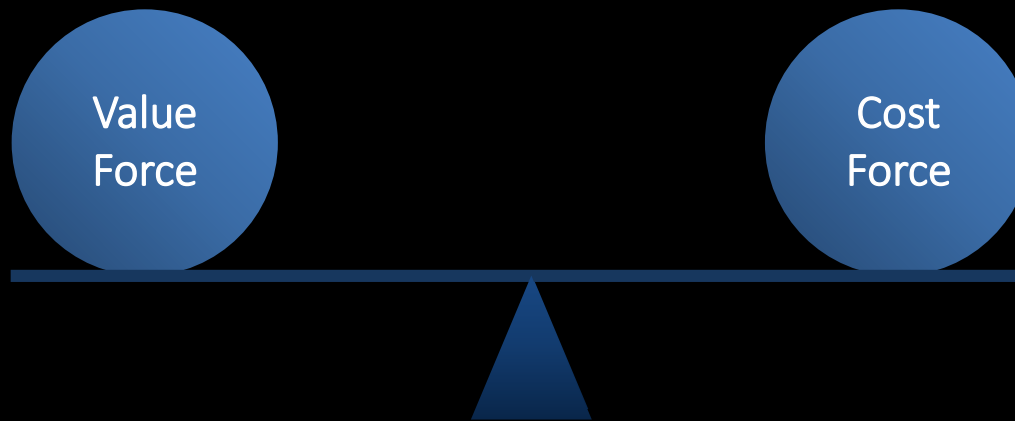
A

Cl = Clarity

c

Cr = Credibility

Measuring Force



$$Vf_{AC} - Cf_{AC} = Nf$$

Measuring Force: Control

Value
Force

Control

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Cost
Force

$$Vf_{AC} - Cf_{AC} = Nf$$

The net force is negative.

Measuring Force: Treatment

Treatment

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Value Force

Cost Force

$$Vf_{AC} - Cf_{AC} = Nf$$

The net force is positive.

Key Principles

The force of a value proposition can be measured by four essential elements of the offer:

- **Appeal** – “I want it.”
- **Exclusivity** – “I can't get it anywhere else.”
- **Clarity** – “I understand it and you.”
- **Credibility** – “I believe in it and you.”

IMPLEMENTING YOUR VALUE PROPOSITION

HOW CAN YOU EFFECTIVELY EXPRESS A
VALUE PROPOSITION IN MARKETING
COLLATERAL?

Applying Your Value Proposition

You must think **holistically** when expressing your value proposition on a webpage. This involves two key elements:

- **Continuity** — Making certain that *every step* of the buying process either states or supports the value proposition.
- **Congruence** — Having *every element* of your page either state the value proposition or support the value proposition.

Example

Not this

LIVE HELP
Chat with an expert.
Start Chat >

Reach Support
8am to 9pm EST M-F

1 Sign Up 2 Create 3 Preview 4 Pay 5 Release!

You can now add a YouTube video to your WebReach order!

Drive More Traffic to Your Blog

- Send out a press release promoting your blog to over 1,000 websites including Yahoo, MSN and AOL!
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Distribute your content for only \$89!

Order Now

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WordPress has partnered with iReach by PR Newswire to:

- ✔ **Distribute** your content to the iReach syndication network of 1,000+ websites including Yahoo!
- ✔ **Post** to PRNewswire.com, the newswire industry's most trafficked website
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- ✔ **Boost** your message's real-time search visibility
- ✔ **Make** your content findable by search & news engines (Google, Bing, Yahoo!)
- ✔ **Optimize** your message with an image
- ✔ **Leverage** your message to get links from authoritative websites
- ✔ **Measure** visibility via PR Newswire's ReleaseWatch™ reporting

Resource Center

- > **Blog Press Releases**
 - [Tips for Converting your Blog Post to a Press Release](#)
 - [How to Promote a Blog](#)
 - [Blog Press Release Example](#)
- > **Additional Resources**
 - [Generate Leads from a Press Release](#)
 - [Additional Writing Tips](#)
 - [General Press Release Examples](#)

But this

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1 Choose 2 Create 3 Preview 4 Pay 5 Release!

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WordPress has partnered with **iReach by PR Newswire** to help create more visibility for your blog across an unparalleled network of 1,000+ websites and search engines.

- ✔ **Get more views and traffic** when iReach distributes your content to **1,000+ websites**.
Learn how simple it is to create and send an iReach Content Release
- ✔ **Gain up to 14% more views** of your Content Release when it is accompanied by a **photo**.
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- ✔ **Achieve better results in major search engines** when your content posts to the industry's top site, with the most search engine referrals, **PRNewswire.com**.
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Daily Visits

Number of Readers

Date

Get more readers when you syndicate your blog post with iReach
Save over 70% with the WordPress blogger price of only **\$89/release** (normally \$299)

Get Started

4 Steps to More Traffic

Learn how simple it is to create and send an iReach Content Release

Step 1: Create

Write a synopsis of your blog post that will 'capture readers' attention and motivate them to visit your blog to read more.

Step 2: Send

Upload your new Content Release to iReach, preview it and hit SEND!

Step 3: Get more views

Distributing a Content Release is a quick and simple way to draw attention to your blog or website.

Step 4: Get more traffic

The power of PR Newswire will help make your Content Release visible and discoverable across the Web, driving traffic back to your blog.

Happy Customers Say:

"Our release went to **over a thousand media sites** and garnered the attention we needed for **increasing our Facebook traffic** and having more people take notice."

- Sarah Carter
The National Liberty Ship Memorial, Inc
[www.sjerenishobrien.org](#)

"Distributing our news through iReach brought us **news coverage that we would not have been able to secure on our own** and even provided early international exposure to our TV Portals' brand. **Way to go iReach!**"

- Mike Church
President, Online Video Inc

"iReach was easy to set up and a cost effective way to generate quality leads."

- John Slesinski
Audience Marketing Manager,
Tech Web

Example

Not this

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products >

Run your Entire Business Better with One System

is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, enables you to make better, faster decisions through real-time business intelligence.

What this means is sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.

BENEFITS

business software gives growing businesses a competitive edge.

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

SAS 70 Type II

But this

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products >

Run your Entire Business Better with One System

is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, enables you to make better, faster decisions through real-time business intelligence.

What this means is sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.

BENEFITS

business software gives growing businesses a competitive edge.

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

SAS 70 Type II



The World's #1 On-Demand Business Software

6459+ Customers World Wide ... and still growing!



Companies Worldwide Manage Their Business with
We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. is the all-in-one solution that can grow with your business.



One System For Your Entire Company
Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.

Software That Grows With You
You work hard to expand your business, ensures that your growth won't outpace your business systems.

Real-time Dashboards
is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with comprehensive solution. These savings are within your grasp when you join the community.

Start Your No Obligation Free Trial of Today!

Get My Free Trial!

...gives you unprecedented control of your company."
Inc Magazine

"We saved \$1 Million by switching to from SAP, and reduced costs from 3% of revenue to 0.15%."
David Stover, CFO, Asahi Kasei

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."
Jim Graham, CEO, Full Source LLC

"In a class of its own."
eWeek

Example

Not this

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"Just because it pays to know."
-Vinicius

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Example

Not this

Phone **1800 000 220**
Business Dedicated Servers Australia



Dedicated Servers
Fully Managed Dedicated Services by the Hosting Experts
Award-Winning Best Customer Care

Dedicated Servers
We provide customised, secure, scalable and reliable cost-effective services backed by proven accreditations for your critical web applications.

Australia's leading supplier of Business Dedicated Server Solutions
Winner of World Communication Award for "Best Customer Care"

Request a no obligation free quote on a **Business Dedicated Server Solution**

For Immediate Advice - Call **1800 000 220**

Name:
Title:
Company:
Phone:
Email:

Dedicated Server Solution Required:

Service Required: Deployment Time?

What are you looking to Host?

Additional Hosting Requirements:




Server Virtualisation: Yes No
Load Balancing: Yes No
Database: Yes No
Backup & Recovery: Yes No
Enterprise SAN Storage: Yes No

Professional Hosting Services:

Intrusion Protection: Yes No
Managed Security Services: Yes No
Risk Management: Yes No
Managed Database Services: Yes No
Custom Optimisation & Builds: Yes No
Disaster Recover Services: Yes No

Additional information that you can provide that will help us tailor a more detailed solution (type or paste into box):

[Request a Quotation](#) No Obligation - We respect your privacy

But this

CALL US FOR YOUR DEDICATED SERVER NEEDS

Australia's Most Trusted & Accredited Business Hosting Company

Business Hosting, a division of Business Hosting, is the Australian leader in providing businesses with dedicated server and hosting solutions, with customisable options suitable for companies requiring mission critical application hosting.

Our suite of dedicated server hosting solutions enables businesses and government organizations to meet specific hosting requirements. Our solutions are custom built to your needs and backed by stringent Service Level Guarantees with cash rebates for under-performance.



- 24/7 Technical and Customer Support
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Call **1800 000 220** to Discuss Your Needs

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Name:
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Privacy Guarantee

"Business Hosting is willing to change the way they do things. They are always there; they are part of my team. Great customer service."
Group IT Manager, PBL Media





FINAL EXPERIMENT

A Final Experiment



Company: *(Protected)*

Record Location: MarketingExperiments Research Library

Experiment ID: TP1306

Background: Provides end-to-end market solutions for small and medium-sized businesses.

Goal: Increase the email capture rate of an online form.

Primary Research Question: Which page will obtain the most form submissions?

Approach: A/B multi-factor split test that focused on improving overall communication of the value proposition.

Control

100% Satisfaction Guarantee
Our data may not be perfect, but we think our guarantee is pretty close.



Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today
with Qualifying Purchase

We Have the Best Data Guaranteed!

To receive your ***500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

*First Name

*Last Name

*Company Name

*Email Address

*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

Register Today To Get Your 500 Free Leads!

Why Should You Market Today?
(click to watch) 

The industry leader in database marketing, **LeadSource** offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

Why Choose LeadSource?

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- 100% Satisfaction Guaranteed

Plus Phone Verified Data!
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

A Final Experiment

After review and testing, the researchers at MECLABS identified the following value proposition for this offer:

Value Proposition: “Because we have the most comprehensive¹ and accurate² lead database.”

1. Includes access to over 210 million U.S. consumers, 16 million U.S. businesses and 14 million executives.
2. We have a team of 600 researchers that verify the data daily and make over 21 million verification calls a year, 80,000 calls a day.

Let's see how this intensified value proposition was translated to the webpage ...



Treatment

Value Proposition: “Because we have the most comprehensive¹ and accurate² lead database.”

1. Includes access to over 210 million U.S. consumers, 16 million U.S. businesses and 14 million executives.
2. We have a team of 600 researchers that verify the data daily and make over 26 million verification calls a year.

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

We Make 26 Million Phone Calls a Year to Ensure You Get

The Most Accurate Mailing Lists Available!

Trusted since 1972, [redacted] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

Get 500 FREE Leads added to your purchase!

Why choose [redacted]?

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

» **Plus, get 500 FREE leads added to your purchase!***

Set up your FREE access to [redacted]

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

Get Free Access

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked!

What Our Customers Are Saying

It's a powerful tool for small businesses to market like the big guys.
Haydens
Sparta, New Jersey

I would recommend [redacted] to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.
Ruhter Auction & Realty Inc.
Hastings, Nebraska

It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!
Habitat America
Annapolis, Maryland

QUALYS
Secure Site

Side by Side

100% Satisfaction Guarantee
Our data may not be perfect, but we think our guarantee is pretty close.

100% Satisfaction Guarantee

Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today with Qualifying Purchase

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To receive your **500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

*First Name

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Once your information is submitted your password will be emailed to you.

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The industry leader in database marketing, **Qualys** offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

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Plus Phone Verified Data!
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

Control

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

We Make 26 Million Phone Calls a Year to Ensure You Get The Most Accurate Mailing Lists Available!

Trusted since 1972, **Qualys** has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

Get 500 FREE Leads added to your purchase*

Why choose Qualys?

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

» Plus, get 500 FREE leads added to your purchase!*

Set up your FREE access to Qualys

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

QUALYS
Secure Site

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Haydens
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Ruhter Auction & Realty Inc.
Hastings, Nebraska

It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!
Habitat America
Annapolis, Maryland

Treatment

Results



201% Increase in Total Leads

The optimized version increased captured emails by 201.3%.

Design	Conversion Rate
Control	4.86%
Treatment 1	14.65%
% Relative Change: 111.5%	



Results

Essentially, we applied a slightly modified version of the treatment across other landing pages and PPC campaigns, to see significant gains.

The collage displays six landing pages for different business lists, each with a 'FREE Access' button and a 'What People Are Saying' section. The pages are:

- Top Left:** 'The Most Accurate Mailing Lists Available!' with a '100% Satisfaction Guarantee' badge. The 'What People Are Saying' section features a large '451' and a percentage sign.
- Top Right:** 'The Most Accurate New Business Lists Available!' with a '451' and a percentage sign.
- Middle Left:** 'The Most Accurate New Homeowners Lists Available!' with a '302' and a percentage sign.
- Middle Right:** 'The Most Accurate Bankruptcy Lists Available!' with a '603' and a percentage sign.
- Bottom Left:** 'The Most Accurate Available!' with a '257' and a percentage sign.
- Bottom Middle:** 'The Most Accurate New Movers Lists Available!' with a '28%' and a percentage sign.

Orange arrows point from the central 'FREE Access' button on the top-left page to the 'FREE Access' buttons on the other five pages, indicating a consistent call-to-action across all landing pages.