

What is the key to a great marketing system?

It's not your advertising

Have you ever browsed the web looking for a specific product and all the websites look the same? They all seem to offer good quality products, or good service, or competitive prices. They all make a point to emphasize their friendly staff or their 20 years of business experience. But here's the question: Which company are you going to purchase from? Most likely you'll choose the company that offers you the lowest price.

Your customers do the same thing

Now, take a look at your competitors' websites and compare them to your own. Do they say almost the exact same thing as yours? If they do, then you can be sure that your customers are going to buy from the company with the cheapest products – just like you would.

If it's not advertising, then what is it?

The answer is your **Market Position**. Positioning your business, otherwise known as “**why people buy your product**” is the single most important part of your marketing efforts. Unfortunately, it's also the most overlooked. Creating a market position isn't nearly as glamorous as creating a nice looking print advertisement, nor is it as fancy as the website you've built. However, if you spend more time answering the question, “**Why should a customer buy our product?**” the less money you will spend on advertising.

If you don't compete on values, you compete on price.

Most businesses and consumers view products as commodities. One company's software is just as good as the next. Or one company's printer produces the exact same results as another. Unfortunately, marketers for technology companies fail to expel this notion. When customers have nothing else to compare one product to another, they compare the price and buy the cheapest. As you probably know, getting into a price war is a quick way to lose money.

The question now becomes; how do you create a strong position in your market place so you don't have to compete on price?

1. Ask your customers for the benefits to doing business with you.
2. Identify three benefits that your business provides that your competition doesn't do.
3. Of these three, identify the benefit that would be hard for your competitors to replicate
4. Clearly communicate your position to your customers through your website and advertisements.

If you need help with your market position, sign up [here](#) for a free marketing plan consultation.