

Marketing Plan

Unique Selling Proposition (USP)

- **Differentiation**

What are the ways your brand stands out from the competition? What stories are uniquely yours? (Beyond pricing, be sure to include items such as lead time, results, exclusivity, safety, product construction, customized options, location, etc.)

- **Key Values**

List any and all values and/or benefits that your products and/or services bring to your customers.

- **Customer Response**

How will customers feel after consuming your product or service?

(e.g., their breath will be fresher, they will get there on time, they will feel more confident, they will be less frustrated, they will have more money, etc.)

- **Customer Perception**

How would you like customers to think about your business?

Example: as being a trusted company, as being the most affordable choice, etc.

Examples: WalMart has low prices; Mercedes means luxury; Apple is cool

- **Brand Attributes (Brand Experience)**

Different from what your product brings to your customer, this section is describing what your customer experiences through using your brand. Briefly summarize these key attributes of your product/service through the eyes of your customer:

- **Form** Generally describe the style of your product/service.
 (smooth, modern, sexy)
- **Function** Describe how your product/service works for your client.
 (fast, convenient, secure)
- **Benefits** How does your product add to your customer's experience?
 (new opportunity, on my side, empowering)