

8 steps to increase brand awareness, loyalty, and advocacy with Value Proposition



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A person wearing a grey hoodie is walking away from the camera down a busy city street. The street is lined with tall buildings and large billboards. One billboard on the right shows a person in a blue outfit with the word "JEANS" in red. Another billboard on the left shows a person in a blue outfit. The entire image is overlaid with a semi-transparent red filter. The text is positioned on the left side of the image.

Shopify Merchants Should Make Their Secret Sauce (Value Proposition) The Strongest Marketing Tool

The core difference between a Shopify merchant and other merchants selling through an eCommerce marketplace is their unique value proposition. Customers coming to Shopify stores are not visiting for bargains or discounts but for the brand, quality, and the emotional connection they developed with the product.

While there are many activities Shopify merchant does for the brand awareness to attract new customers and use various tools to increase customer loyalty, now learn how you can utilize the untapped power of Brand Promise ie, your value proposition to make it the Strongest Marketing Tool!

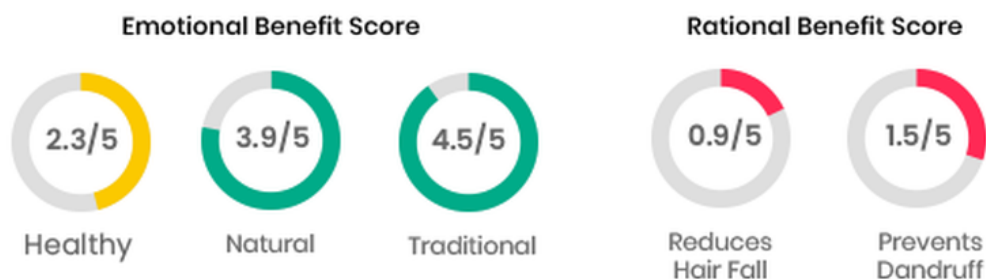


Step 1

Clearly state the authentic set of differentiation factors of your product

In today's world, average consumers are getting exposed to around 4000 to 10,000 ads each day [info: forbes.com]. People in their busy lives do not care about these ads or brands or their messages unless they find something that is of interest to them.

Those products which are shortlisted in their minds from dozens of brands are based on their appeal to the customers for what they clearly stand for and how they will benefit from choosing it. Brands must have a clear, consistent positioning and need to focus on the authentic set of differentiation factors to avoid being ignored by the consumers. Build, communicate Brand Positioning and Value Proposition effectively.





Step 2

Do not make false unverifiable promises

Disruptive technologies have connected consumers through social networks and empowered them with access to information to make smarter decisions. Gone are those days when people believed all those brand messages in advertisements to make their purchase decisions.

Brand messages, positioning, and differentiation helped the customer to shortlist the brands, the next step customer typically takes is to ask within their community, friends, product reviews, and his social network to verify the Brand Promise before they purchase. Thus the brand campaigns are the representation of the overall customer experience that the company delivers to their customers, which makes it imperative that their authentic characters are more important in the transparent world.





Step 3

Pay attention to customer reviews

Paying attention to your customer reviews will reveal, how your customers perceive your product and the business will learn if the Brand Promise has been met or not. Positive reviews can be amplified in the brand's own channels and paid channels. This will help the new customers or existing customers in their decision-making process to purchase/repurchase your product.

Negative reviews are an opportunity for you to learn what is wrong with your product and should have a clear mechanism to respond to their grievances. The reviews posted on social media should be attended by your designated customer care professional to resolve the issues in public, this will leave a positive social footprint, increase your credibility, and will act as positive PR. And if followed keenly, you may also learn new Benefits that your customer likes and has experienced in your product, which might become a Value Proposition to amplify.





Step 4

Customer Feedback Cycle

Collecting feedback from customers demonstrates that you value their opinions. Feedback is similar to checking the pulse of your body vis-à-vis your business, if not monitored regularly it will be difficult to manage it. There are different types of feedback and there are many tools available to get feedback from your customers, some of the standard feedback to measure is - Customer Satisfaction (CSAT), Net Promotion Score (NPS), Customer Effort Score (CES) and one could create custom surveys to learn the specific aspect of your business.

Most businesses do not focus on receiving feedback on their products on a regular basis to improve them, to stay competitive, and to learn the latent needs of the consumers that will help them to innovate. Each product's time of survey to receive feedback could vary on the product and the benefit promised. If your value proposition of the Yoga mat is "Comfort" they will experience it within a week and can share their feedback immediately, but if it is "Long-lasting" you will need to get their feedback after a year or so to know if you have kept your brand promise.

And the feedback you've collected if not acted upon is a waste of effort. This feedback should be classified, acted upon, and followed up to see if these have been addressed rightfully.





Step 5

Engage customers through your channels and demonstrate the horizontal relationships and co-create your product

Brands should ask permission before they enter into customer's life. The one-way message through email, SMS, calls, ads are considered spam and demonstrate the vertical relationships.

Seth Godin introduces the word "Permission Marketing", where he says: Brands must ask for permission. The brand must act as friends, with a sincere desire to help, and not as hunters with bait. This demonstrates the horizontal relationship between the brand and the customer.

Involving and engaging customers through feedback, reviews, user studies, and other channels gets you the goodwill and your product in the right direction.





Step 6

Openness to feedback and building relationship through engagement will reduce churn and increase LTV

Managing Brand Promise perceived by the customer on product benefit is one huge opportunity to reduce customer churn. Once you have your feedback mechanism in place, what you do with the feedback is important, as Peter Drucker says “If you can’t measure it, you can’t manage it”. Tracking the perception of the key benefits, weekly and monthly basis, will point you to issues faced by the customers across, for you to address to reduce churn. And if you can go one step further and communicate back that you have heard their voices and take action will lead to an increase in the LTV of the customer.





Step 7

Understanding how the customer perceives your product, the emotional benefit, and the rational benefit will help increase loyalty and advocacy.

The subjective experience of the customer using the product contributes to the emotional benefit and the objective experience contributes towards rational benefit. Both are important for developing loyalty and advocacy for your product.

For example, you might have used artificial leather seats for your newly bought car, you are happy that you did not have to use animal skin to get the nice texture and color to go well with your car interiors, the feel-good factor is the emotional benefit. The emotional benefit attachment will lead to loyalty. And when you find that the artificial leather seats are comfortable and long-lasting, you feel it is useful and makes sense, which is experiencing the rational benefit. Rational benefits are something you won't hesitate to advocate others.





Step 8

Project your Brand Promise/Value Proposition throughout the customer path to building brand awareness and sales.

Understanding the empowered digital customer and their information needs along the buying stages reveals new channels of opportunity to project brand and value proposition. Reiterating the differentiator factor throughout the customer path, would not only appeals to the new prospects but also helps current customers to recall the brand promise and its benefits during their repurchase or advocacy.





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