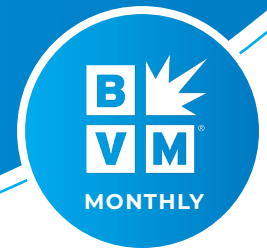


EMPHASIZING YOUR VALUE PROPOSITION

SEPTEMBER 2023



A well-crafted value proposition can be a powerful tool for your small business. It is a critical part of any business's marketing strategy, as it helps identify and communicate the value of your products or services to your target audience. By taking the time to develop a clear and compelling value proposition, you can attract new customers, retain existing customers, and stand out from the competition.

IT COMMUNICATES YOUR BRAND



Your value proposition is a great way to communicate the essence of your brand to your customers. What do you do better than anyone in the industry? It's important for your business to stand out and have its own value so that potential customers are compelled to work with you or buy your product. A 2017 study published in the Industrial Marketing Management journal found that dissatisfaction and service failures were often due to the misalignment between the

business's value proposition and the buyer's desired value.¹ In other words, make sure that your value proposition correlates well with your customers and that you can deliver on it.

Where you choose to advertise can also help reinforce your value proposition and highlight what is important to your brand. If you want your unique selling points and values to be printed in a high-quality magazine that's delivered right to the mailboxes of local residents, then advertising in a BVM magazine is the right choice for you. You can also target your audience online with our digital advertising solutions to create a well-rounded branding strategy.

IT HELPS ATTRACT AND RETAIN CUSTOMERS

A strong value proposition will help you stand out and give these local residents a reason to choose you. Up to 65% of businesses take the time and care to establish value propositions. Yet, according to Statistics Lab, around 90% of people haven't made up their mind about the brand they want to do business with before they started searching for vendors.² If your value proposition is clear and compelling, it will not only attract new customers, but also help you keep your existing customers coming back for more.



IT DIFFERENTIATES YOU FROM YOUR COMPETITORS

Your value proposition is part of what differentiates you from your competition and helps your prospective customers decide that you're the business to go with. If there's no difference between you and your competition, there's no clear reason why a customer would be persuaded to work with you. Make sure your value proposition includes specific information about the benefits they will experience and how your business is unique.



TESTIMONIALS

"Being interviewed and featured on the front cover of the recent issue was an absolute honor and a memory we will cherish forever. From the moment we were contacted for the interview, the team exhibited the utmost professionalism and genuine enthusiasm for our story. The entire process was seamless, and we were impressed by the care and attention to detail that went into every aspect of the production. We were thrilled to share our story, and your team's expertise and artistic vision truly brought it to life."

- Feature Family

"As a new business owner, I was overwhelmed with so many marketing/advertising options out there. I have found my neighborhood magazine to be the most effective. I'm thankful for the knowledge the sales rep had in explaining branding. Best Version Media magazines are quality, and community driven."

- Client

1. <https://www.sciencedirect.com/science/article/abs/pii/S0019850117301311>

2. <https://belkins.io/blog/how-to-make-unique-value-proposition>