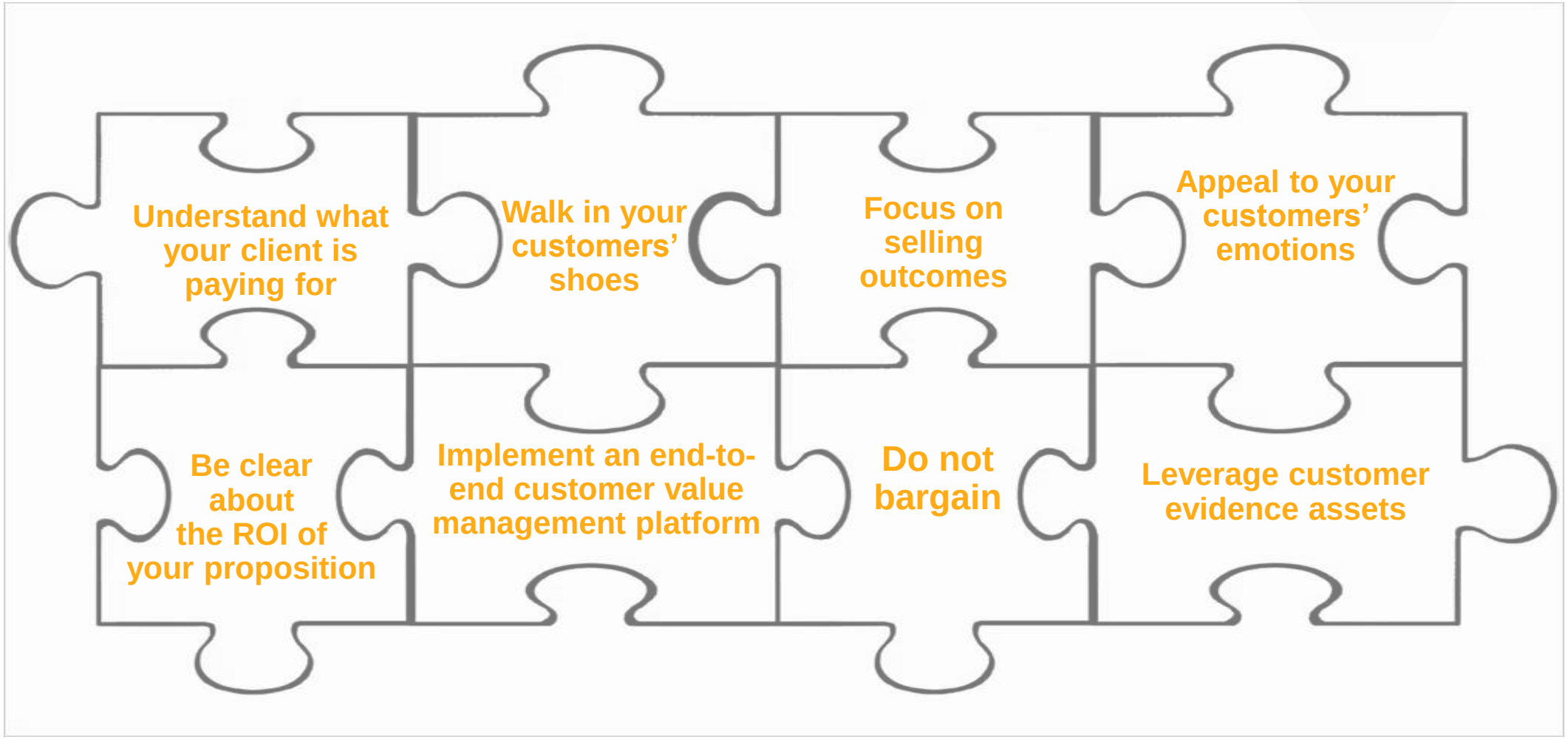
Author Name, Hive Name Expert, B2B Marketing
Month Year

VALUE MARKETING FRAMEWORK- CREATING A VALUE-ADDED MARKETING STRATEGY



To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here

MODEL:

VALUE MARKETING FRAMEWORK- CREATING A VALUE-ADDED MARKETING STRATEGY

UNDERSTAND WHAT YOUR CLIENT IS PAYING FOR

Companies must pay attention to specific customer requirements before marketing a product or service. Conduct a value chain analysis as part of your marketing strategy and include regular research on your audience to monitor their ever-changing requirements and adapt your offer to their demands.

WALK IN YOUR CUSTOMER'S SHOES

Understand what their main pain points, wants, and needs are. What do they consider valuable? How can you help them address that? Gathering this information is crucial for creating the right value-packed proposition. Walking a mile on your ideal client's shoes will make the brainstorming process a lot easier.

FOCUS ON SELLING OUTCOMES

If you want to increase your margins, you need to stop worrying about selling products and start focusing on the outcomes they deliver. Focus on the benefits rather than the features. Value marketing allows you to move the selling upstream in the buying journey, helping you to engage buyers while they're in a research phase

APPEAL TO YOUR CUSTOMER´S EMOTIONS

The vast majority of buying decisions are heavily influenced by emotion. In most cases, they need to know that the brand they are picking has the ability to help them absolve their feelings — whether it is helping improve their bottom line, increase efficiency, improve processes, etc.

BE CLEAR ABOUT THE ROI OF YOUR PROPOSITION

If the monetary value of your product or service is a sensitive topic for your audience or results in fear at the top of funnel messaging, steer the conversation away from it and focus on the qualitative benefits that can be achieved. This will increase the perceived worth of your product and will help with cost-based conversations down the road.

IMPLEMENT AN END-TO-END CUSTOMER VALUE MANAGEMENT PLATFORM

Use an end-to-end customer value management platform that shows the value of your products. It shows value realisation, which is key to appealing to customers and helping retain relationships. It can help track your successes — and show where you need to improve. By using your previous customers' successes, you can ensure you're giving a consistent, positive buyer experience.

DO NOT BARGAIN

You can´t keep making deals with your customers every time. This will reduce the perceived value they have on your product or service. Making offers is okay on occasion, but depreciating your product regularly may be counteractive in the long run. Instead of offering discounts, how can you add more value? Shifting the focus from the price to the benefits purchasing your product.

LEVERAGE CUSTOMER EVIDENCE ASSETS

Use marketing value metrics from customers throughout their buyer journey to create case studies. When you use data-based metrics from your customers' own journeys, you can effectively use them to show what works — and what doesn't. This can help you more effectively move future customers through the sales funnel.