



Discovering Your Value Proposition:

6 Steps to standing out in a crowded marketplace



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Today's team



Dr. Flint McGlaughlin
Managing Director



Solomon Osiatynski
Research Analyst



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Experiment: Background



Caution, politically sensitive material ahead...

Please bear in mind that MECLABS is not supporting any single political philosophy. We are simply trying to identify transferrable principles that can help marketers on any side of the political spectrum.

Experiment: Background



Experiment ID: *Heritage Email Test*

Location: MarketingExperiments Research Library

Test Protocol Number: TP2085

Research Notes:

Background: The company is a non-profit conservative policy think-tank funded primarily through individual donors.

Goal: To increase the size and number of donations.

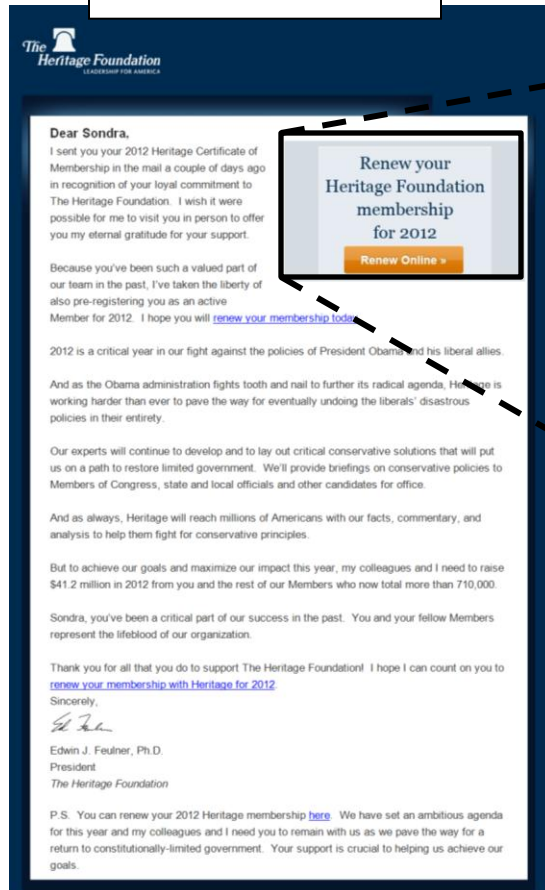
Primary research question: Which email will generate the highest amount of revenue?

Approach: A/B multifactor split test



Experiment: Control

Control - Email



Renew your
Heritage Foundation
membership
for 2012

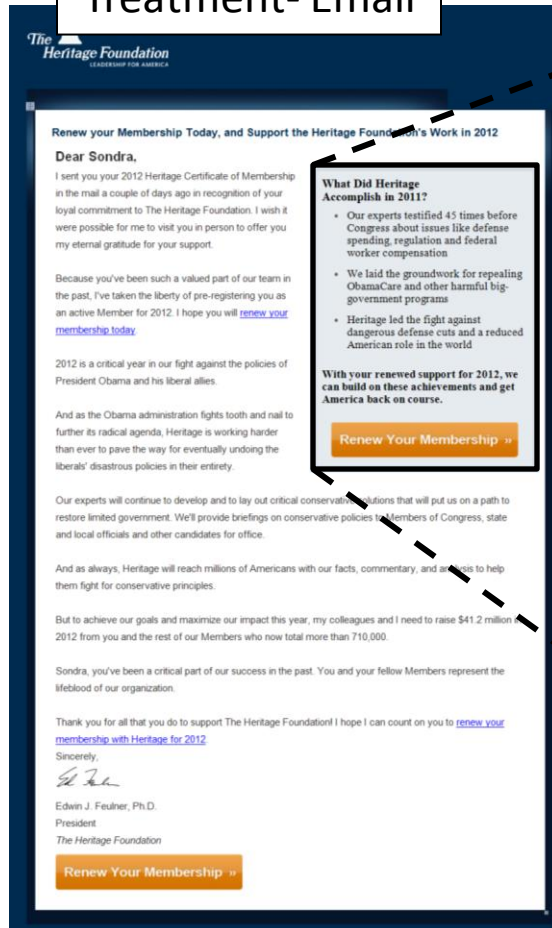
Renew Online »



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Experiment: Treatment

Treatment- Email



What Did Heritage Accomplish in 2011?

- Our experts testified 45 times before Congress about issues like defense spending, regulation and federal worker compensation
- We laid the groundwork for repealing ObamaCare and other harmful big-government programs
- Heritage led the fight against dangerous defense cuts and a reduced American role in the world

With your renewed support for 2012, we can build on these achievements and get America back on course.

Renew Your Membership »



Experiment: Side-by-side

Control

Renew your
Heritage Foundation
membership
for 2012

[Renew Online »](#)

Treatment

What Did Heritage Accomplish in 2011?

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[Renew Your Membership »](#)




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Experiment: Results



14.66% Increase in average donation size

The new email's donation rate increased by 14.66%

Design	Average Donation (\$)	Relative Difference	Statistical Level of Confidence
Control	\$36.48	-	-
Treatment	\$41.82	14.66%	 95%



What you need to understand: By focusing on what the organization actually did with the donated money in the previous year, the treatment was able to increase **clickthrough rate by 20%**, and average **donation size by 14.66%**.

Experiment: Background



Experiment ID: Gates Energy Exploration & Extraction Test

Location: MarketingExperiments Research Library

Test Protocol Number: TP1576

Research Notes:

Background: A large energy company seeking to increase whitepaper download leads

Goal: To increase the number of leads

Primary Research Question: Which treatment will generate the most whitepaper downloads?

Approach: A/B multifactor split test

Experiment: Control

The screenshot shows the Gates website with several annotations for a control experiment:

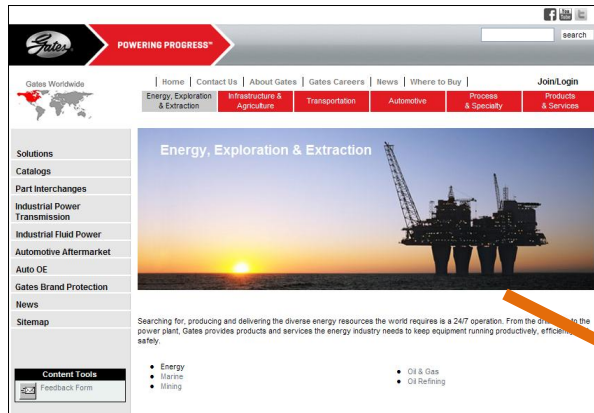
- Control (Step 1)**: A box highlighting the top navigation bar.
- Click here**: A box with an orange arrow pointing to the "Oil & Gas" link in the "Energy, Exploration & Extraction" section.

The website layout includes:

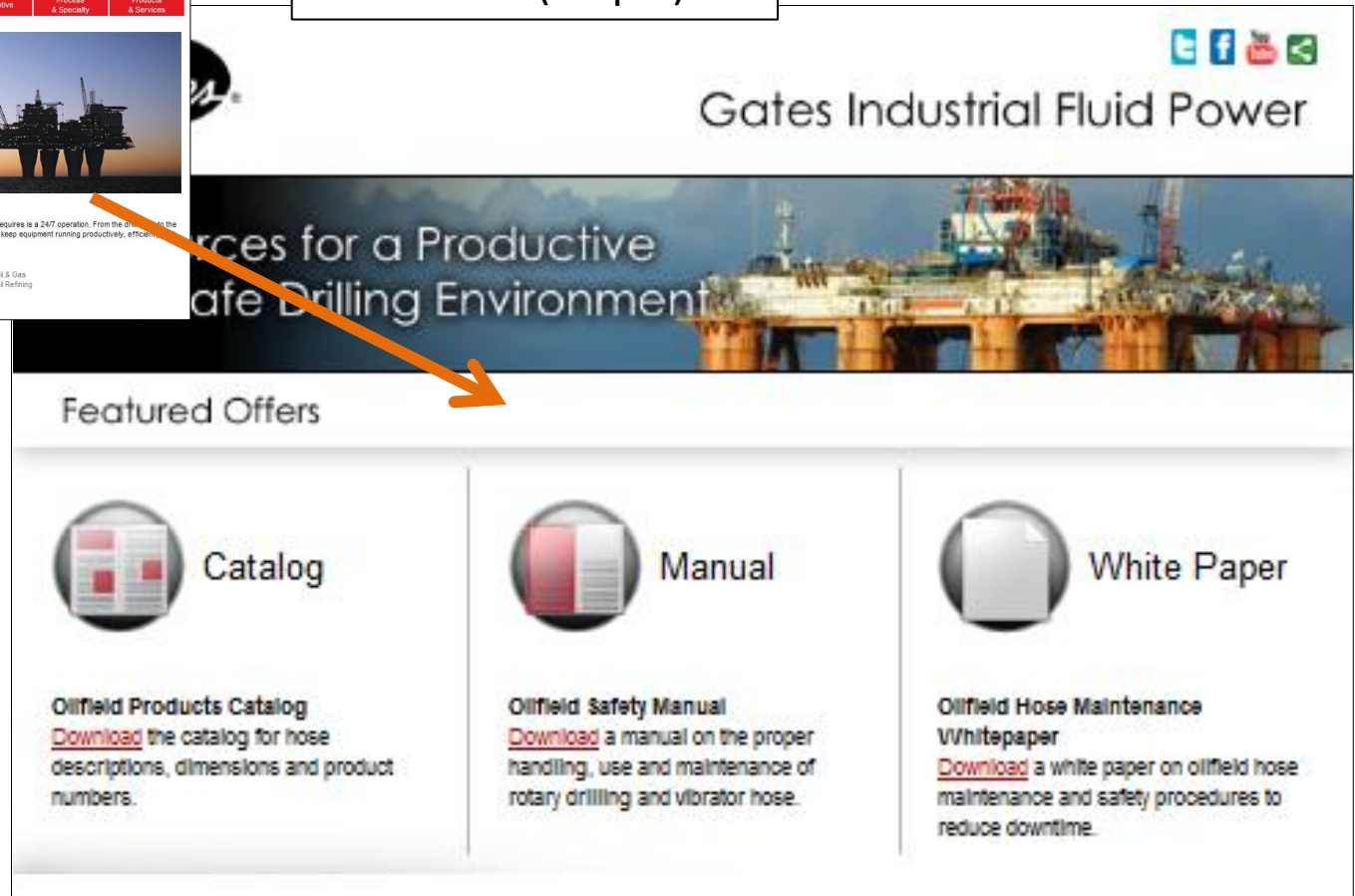
- Header**: Gates logo, "POWERING PROGRESS™", and social media links (Facebook, YouTube, Twitter).
- Navigation**: Links for Home, Contact Us, About Gates, Gates Careers, News, Where to Buy, and Join/Login.
- Main Content**: A large image of an offshore oil rig at sunset, with the text "Energy, Exploration & Extraction" overlaid.
- Left Sidebar**: A list of solutions and catalogs, including "Industrial Power Transmission", "Industrial Fluid Power", "Automotive Aftermarket", "Auto OE", "Gates Brand Protection", "News", and "Sitemap".
- Right Sidebar**: A list of content tools, including "Feedback Form".

Experiment: Control

Control (Step 2)



Step 2 gives visitors 3 equally weighted call-to-actions for report downloads.



Experiment: Treatment

Treatment

Oil & Gas

- Up to 40% longer product service life in rugged drilling applications
- U.S. manufactured and assembled API7K drilling hoses since 1981
- Skilled and experienced field service technicians

For immediate assistance please contact us:
1-800-562-5656

Oil & Gas Product Resources

What would you like to download?

- ☐ Oilfield Products Brochure
- ☐ Oilfield Safety Manual
- ☐ Oilfield Hose Maintenance

First Name Last Name
Email
☐ Contact Me
DOWNLOAD NOW

Solutions
Catalogs
Part lists changes
Industrial Power
Transmission
Industrial Fluid Power
Automotive Aftermarket
Auto OE
Gates Brand Protection
News
Site map

Content Tools
Feedback Form

Learn More About Gates
We offer 24/7 365 customer and product support. Watch the video for a better understanding of what Gates can do for you.

Services
• Contract Engineering & Services
• Inspection, Maintenance & Recertification
• On-Site Surveys, Support & Services

Black Gold
• Black Gold Hydraulic Hose for Power Units and Top Drive Power Packs
• Longhorn MegaFlex® Hydraulic Transfer Hose
• See All Products »

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Experiment: Side-by-side

Control (Step 1)



searching for, producing and delivering the diverse energy resources the world requires is
lower plant, Gates provides products and services the energy industry needs to keep equ

Treatment

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- U.S. manufactured and assembled API7K drilling hoses since 1981
- Skilled and experienced field service technicians

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1-800-562-5656

Oil & Gas Product Resources

What would you like to download?

- ☐ Oilfield Products Brochure
- ☐ Oilfield Safety Manual
- ☐ Oilfield Hose Maintenance

First Name

Last Name

Email

☐ Contact Me

DOWNLOAD NOW




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Experiment: Results



245% Increase in conversion rate

The new CTA process design improved conversion rate by 245.6%

	CR	Relative Difference	Statistical Confidence
Control	1.3%	-	-
Treatment	4.6%	245.6%	 99%



What You Need to Understand: By reducing the amount of friction in the CTA process and adding a simple radio button CTA to the first step, the team at Gates was able to increase conversion by 245%.

What was the difference?

Control

Renew your
Heritage Foundation
membership
for 2012

Renew Online »

Treatment

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Renew Your Membership »

What was the difference?

Control (Step 1)



Treatment

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Oil & Gas Product Resources

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- ☐ Oilfield Hose Maintenance

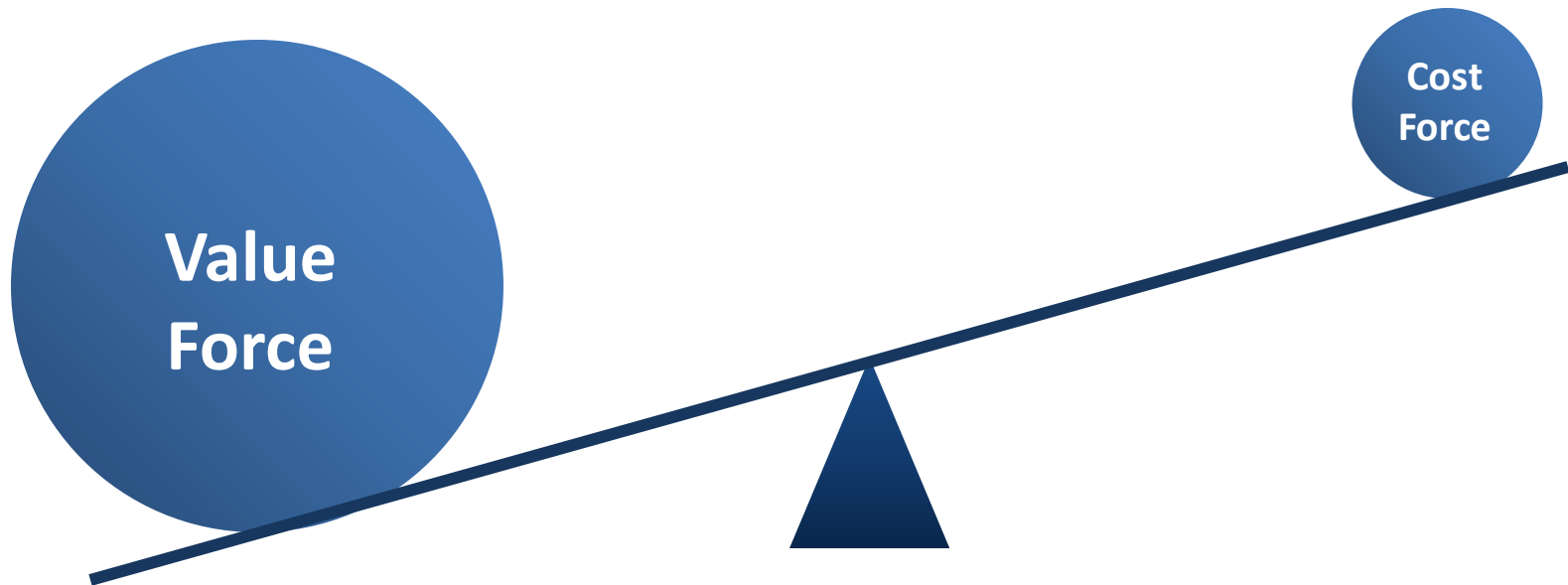
First Name Last Name

Email

☐ Contact Me

DOWNLOAD NOW

$$Nf = {}^pVf - {}^pCf$$



How we think about value proposition

Key Principles

Value Proposition Heuristic

$$Nf = pVf - pCf$$

$$\begin{aligned} P &= (Cl \div Cr) \\ Vf &= (Ap/Ex) \\ Cf &= (Mt + Mn) \end{aligned}$$

Wherein:

Nf = Net Force of the Value Proposition

Vf = Gross Force Of the Value

Cf = Gross Force of the Cost

P = Perceived

Cl = Clarity

Cr = Credibility

Ap = Appeal

Ex = Exclusivity

Mt = Material

Mn = Mental

Today's Question



How do you formulate a value proposition in highly competitive marketplaces?

- Politics?
- Retail?
- Resale?
- Energy?
- Insurance?
- Non profit?
- Financial Planning?

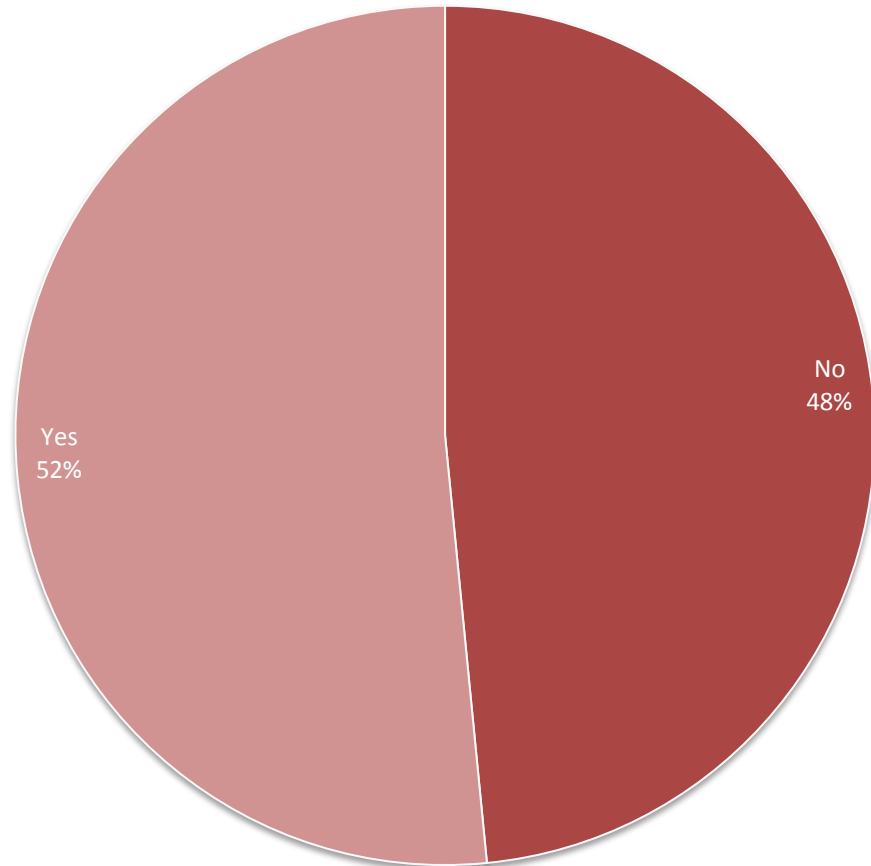
PART 1:

*A Foundational Understanding of the Term
'Value Proposition'*



2012 SURVEY DATA

Survey Question: Are you confident that each member of your marketing team can clearly and succinctly state your company (or product) value proposition?



Source: ©2012 MarketingSherpa Website Optimization Benchmark Survey
Methodology: Fielded April 2012, N=547

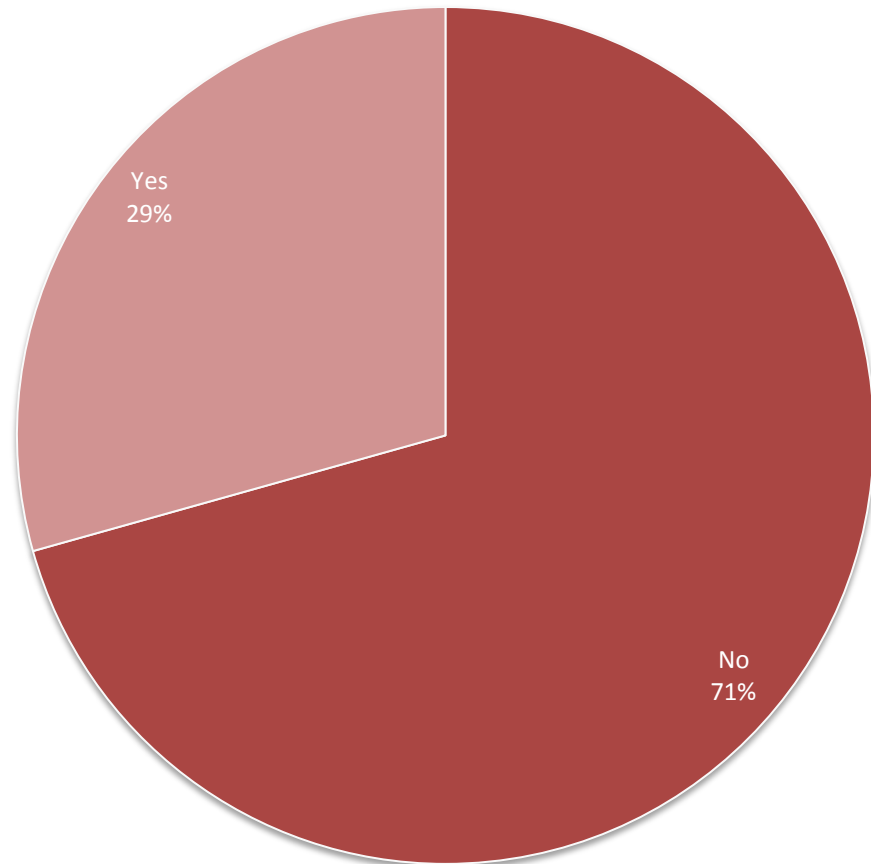


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2012 SURVEY DATA

Survey Question: Has your organization tested your value proposition(s)?



Source: ©2012 MarketingSherpa Website Optimization Benchmark Survey
Methodology: Fielded April 2012, N=1,156



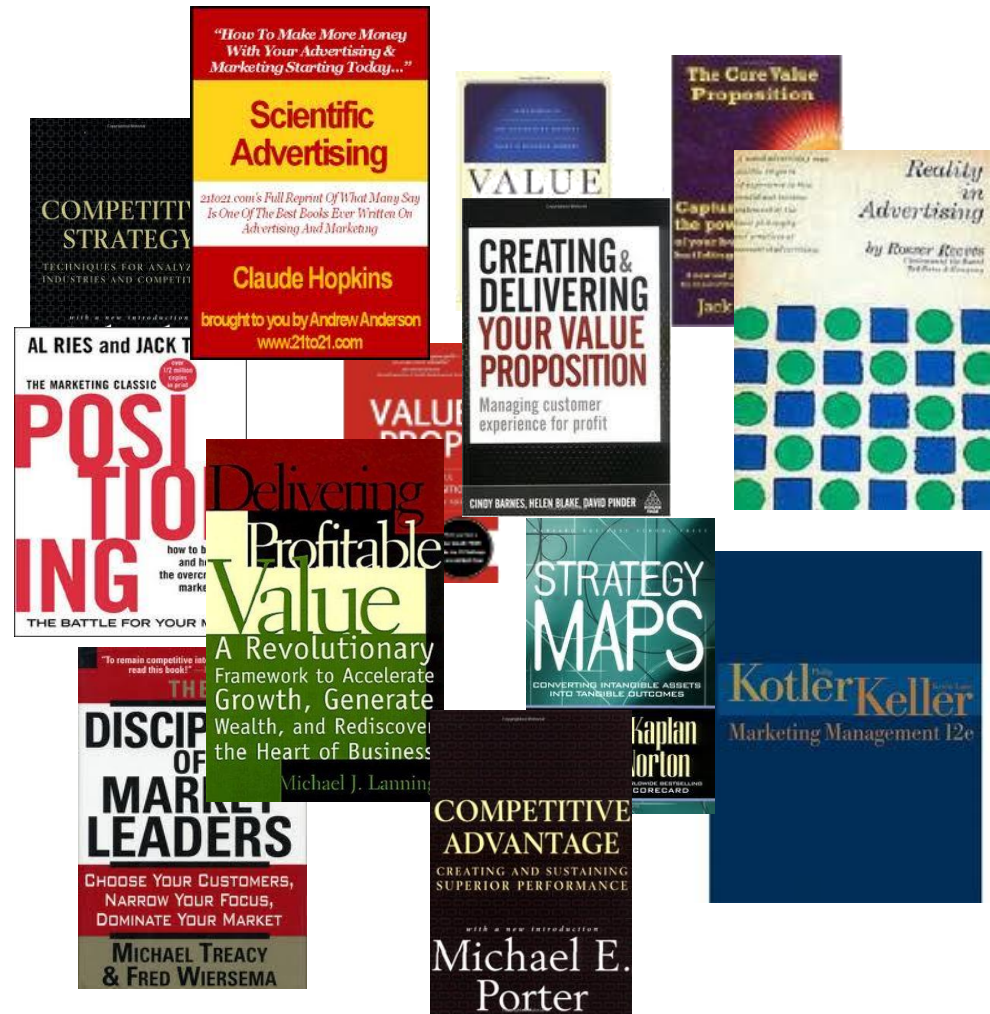
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Research Overview

Ongoing literature review of:

- More than 1,100 academic articles
- 20 popular authors including:
 - Starch
 - Hopkins
 - Reeves
 - Kotler
 - Porter
 - Lanning
- Review spanning from 1890s to present



Research Overview

Daniel Starch publishes first advertising textbook. Defines advertising as “the presentation of a proposition to the people in such a manner as to attempt to induce them to act upon the proposition.”

Rosser Reeves publishes influential book that established what he calls the “Unique Selling Proposition (USP)”

Phillip Kotler publishes the definitive textbook on marketing used in colleges today. Carries over Reeves’ notion of “Unique Selling Proposition (USP)”

Michael Lanning coins the term “value proposition,” applying it to the field of business management.

1910s

1920s

1930s

1940s

1950s

1960s

1970s

1980s

1990s

2000s

2010s

Walter Scott publishes first book about the psychology of advertising, generating a new interest in the science of advertising.

Claude Hopkins publishes very influential book called “Scientific Advertising”. Carries over notion of “proposition” at the center of all advertising.

David Ogilvy publishes 35 rules of advertising which coins the concept “Basic Selling Proposition (BSP)”

Michael Porter publishes very influential business books and academic articles on the topic of strategic differentiation.

Other Authors use the terms “value proposition”, “unique selling proposition”, “point of difference”, “point-of-parity”, “differentiation” with little-to-no universal meaning or alignment.



Research Overview

↑ 21% Conversion

Business Software Suite
#1 On-Demand. 6459+ World Clients
Award-Winning Solution. Free Trial
www.XXXXXXXXXX.com/Business

↑ 54% Conversion



↑ 97% Conversion



↑ 31% Conversion



↑ 109% Conversion



↑ 124% Conversion



↑ 137% Conversion



↑ 201% Conversion



↑ 63% Conversion



↑ 29% Conversion



↑ 15% Conversion



↑ 21% Conversion



↑ 100% Conversion



What is a value proposition?

If I am your ideal prospect, why should I buy from you rather than any of your competitors?



What is a value proposition?

Value Proposition Question: *If I am your ideal prospect, why should I buy from you rather than your competitors?*

1. You are fundamentally answering a **first-person question** posed in the mind of your customers.
2. A value proposition focuses on a **specific customer segment**. This requires you to consider who you are not going to serve and the associated tradeoffs.
3. A value proposition has a **specific action in mind**. It is seeking to answer “why” for a specific “what.”
4. A value proposition must differentiate you from your competitors. In at least one way, you must have an **“only” factor**.

The Challenge of a Competitive Environment

1. The internet is a unique phenomenon in the human experience. Its evolution has impacted commerce on multiple levels. Here is an important one:
 - a) In the past weak competitors could survive via their geographic proximity. Their value proposition was derived from nearness which translated into convenience, time-savings, etc.
 - b) However, the internet has positioned many of us just one click away from our best competitor.
2. If you are not unique in at least one dimension of value, then you are don't have the potential of being the best solution.
3. If you are not the best solution, then why would you expect anyone else to select you – you are just surviving on pockets of ignorance.



Today, we will walk through 6 ways to stand out in a highly competitive market place.



PART 2:

6 Ways to Differentiate your Marketing in a Crowded Marketplace



6 Ways to Differentiate your Value Prop

Techniques for getting your value proposition to stand out in a crowded market space

TECHNIQUE #1: Focus on your “Only-Factor.”



TECHNIQUE #1: Where is the “*only-factor*?”

Full-time Online Learning



LEARNING IS A LIFESTYLE.
EDUCATION THAT FITS.

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It's about having a choice...

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Email *

I want to learn *

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At Algonquin College we respect your [privacy](#). We do not disclose any of your information to third parties.

TECHNIQUE #1: Focus on your “Only-Factor”

Value Proposition Heuristic

$$Nf = pVf - pCf$$

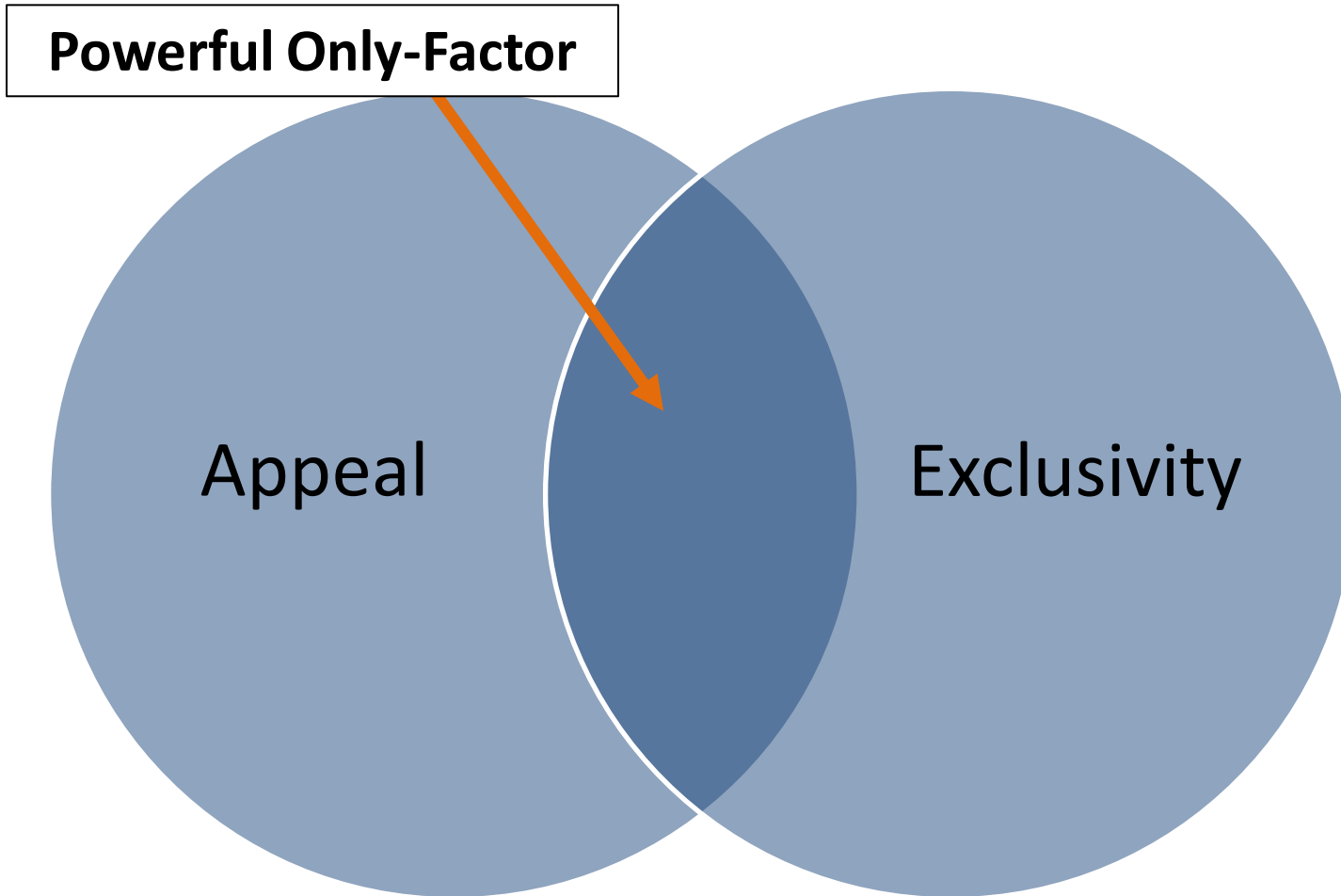
$$P = (Cl : Cr)$$

$$Vf = (Ap/Ex)$$

$$Cf = (Mt + Mn)$$

- An appealing offer without exclusivity has its force diluted by the competing options.
- An exclusive offer without appeal has its force undermined by a lack of attraction.

TECHNIQUE #1: Focus on your “Only-Factor”



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TECHNIQUE #1: Focus on your “Only-Factor”

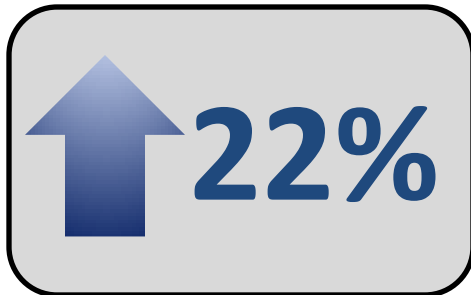
Not This

{Keyword XXXXXXXXXX Software}

Award-Winning XXXXXXXXXX Software.

Fully Integrated. Free Trial

www.XXXXXXXX.com/XXXXXXX



But This

XXXXXXXXXX Software Suite

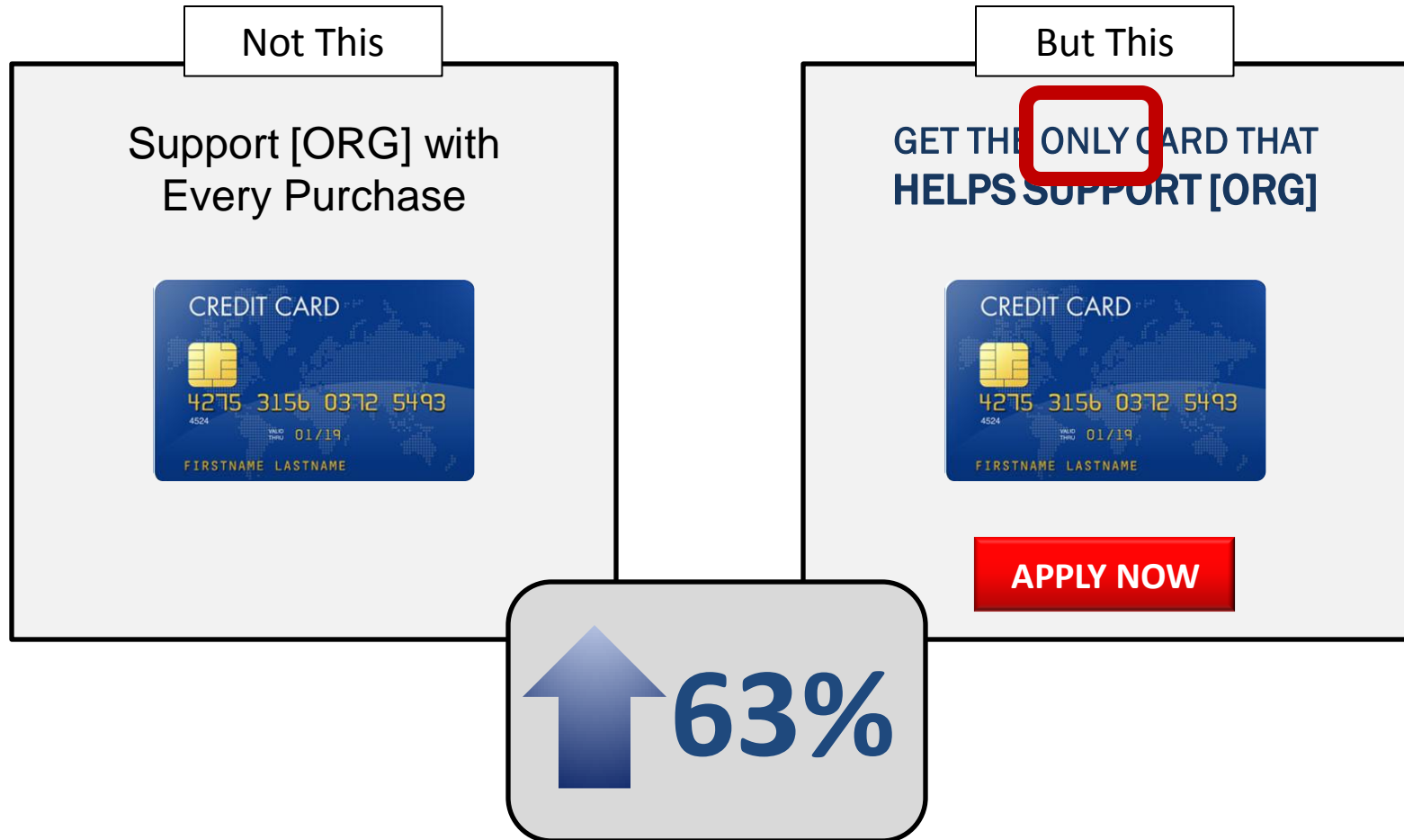
#1 On-Demand. 6459+ World Clients

Award-Winning Solution. Free Trial

www.XXXXXXXX.com/XXXXXXX



TECHNIQUE #1: Focus on your “Only-Factor”



6 Ways to Differentiate your Value Prop

Techniques for getting your value proposition to stand out in a crowded market space

TECHNIQUE #1: Focus on your “Only-Factor.”

TECHNIQUE #2: Provide Clear Evidentials



TECHNIQUE #2: Provide Clear Evidentials

Key Principles

Value Proposition Heuristic

$$Nf = {}^pVf - {}^pCf$$

$$P = (Cl \div Cr)$$

$$Vf = (Ap/Ex)$$

$$Cf = (Mt + Mn)$$

- Value accepted is contingent upon **value believed**. Value believed is contingent upon **value understood**.

TECHNIQUE #2: Provide Clear Evidentials



Do our offers sound like this?

THE GREAT YAQUIS


A Guaranteed CURE
FOR
RHEUMATISM
WHETHER
ACUTE, CHRONIC,
SCIATICA, NEURALGIA
OR
INFLAMMATORY

50c a Bottle.

PREPARED FROM PURE
RATTLESNAKE OIL.

THE ONLY COMPANY IN
THE UNITED STATES
THAT MAKES THE
**GENUINE
ARTICLE.**

50c a Bottle.



SNAKE-OIL LINIMENT

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, RABBITCH, BACKACHE,
SWELLING, SPRAINS, SORE THROAT, SWELLING OF THE THROAT, CONTRACTED CORNS
AND MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS AND BRUISES.

It quickly takes out the Swelling and Inflammation from Corns, Bunions, Itches and Rashes.

The best External Preparation for ECZEMA and ATHERMA. It makes the Muscles supple
and Releases the Glands. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.

SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.

If you are suffering from Rheumatism, ALWAYS take LA CASSEA internally for the Blood and
an SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every
instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS
Get Our Specially Prepared
PURE Rattlesnake Oil

WHAT A PROMINENT BUTCHER OF COTTAGE GROVE, OREGON, SAYS:
The Yaquis Rattlesnake Oil, Drug Store—Please send me by express, \$1.00, one bottle of your Rattlesnake Oil Liniment,
I have used one bottle of the La Cassea and one of the Liniment and am highly satisfied by the results. I feel my ears

TECHNIQUE #2: Provide Clear Evidentials

Not this...

**Searching for the Most
Accurate Mailing Lists?
Your Hunt is Over!**

Get 500 Free Leads Today
with Qualifying Purchase

We Have the Best Data Guranteed!



*How clear or credible
is this copy?*



TECHNIQUE #2: Provide Clear Evidentials

But this.

We Make 26 Million Phone Calls a Year to Ensure You Get

The Most Accurate Mailing Lists Available!

Trusted since 1972, [redacted] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates** and **phone verified**.

Get 500
FREE Leads
added to your
purchase*

Why choose [redacted]?

- ▶ 600 full-time researchers dedicated to ensuring your data
- ▶ Our tele-research associates make sure we **verify** your data
- ▶ **100% money-back guarantee** on

↑ **201%**



TECHNIQUE #2: Provide Clear Evidentials

Sample Evidentials

- Over **122,264** articles.
- An updated **world atlas**, thousands of images and videos.
- An **online dictionary** and thesaurus, and **thousands** of articles from **403** respected magazines and journals.
- An **advertising-free** environment!
- **10% discount** at the Britannica Store for members only.
- Used by over **4755 Universities** worldwide including Oxford, Yale, and Harvard.

- The **Industry Standard** for **15+ years**
- Installed and running in **15 minutes**
- Most user-friendly version ever

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

- + 24/7 Technical and Customer Support
- + Highest Level of Global Accreditations
- + 99.9% Uptime Guarantee

- ✓ **Simple** – Get started quickly!
- ✓ **Inexpensive** – Unlimited emails starting at \$10 per month.
- ✓ **Professional** – Choose from over 450 email templates.
- ✓ **Free StartUp! Service** – We will tailor your first email template to your business for free (a \$99 value)

The Objective: To codify essential text bytes that support claim that can be used strategically as bulleted information



6 Ways to Differentiate your Value Prop

Techniques for getting your value proposition to stand out in a crowded market space

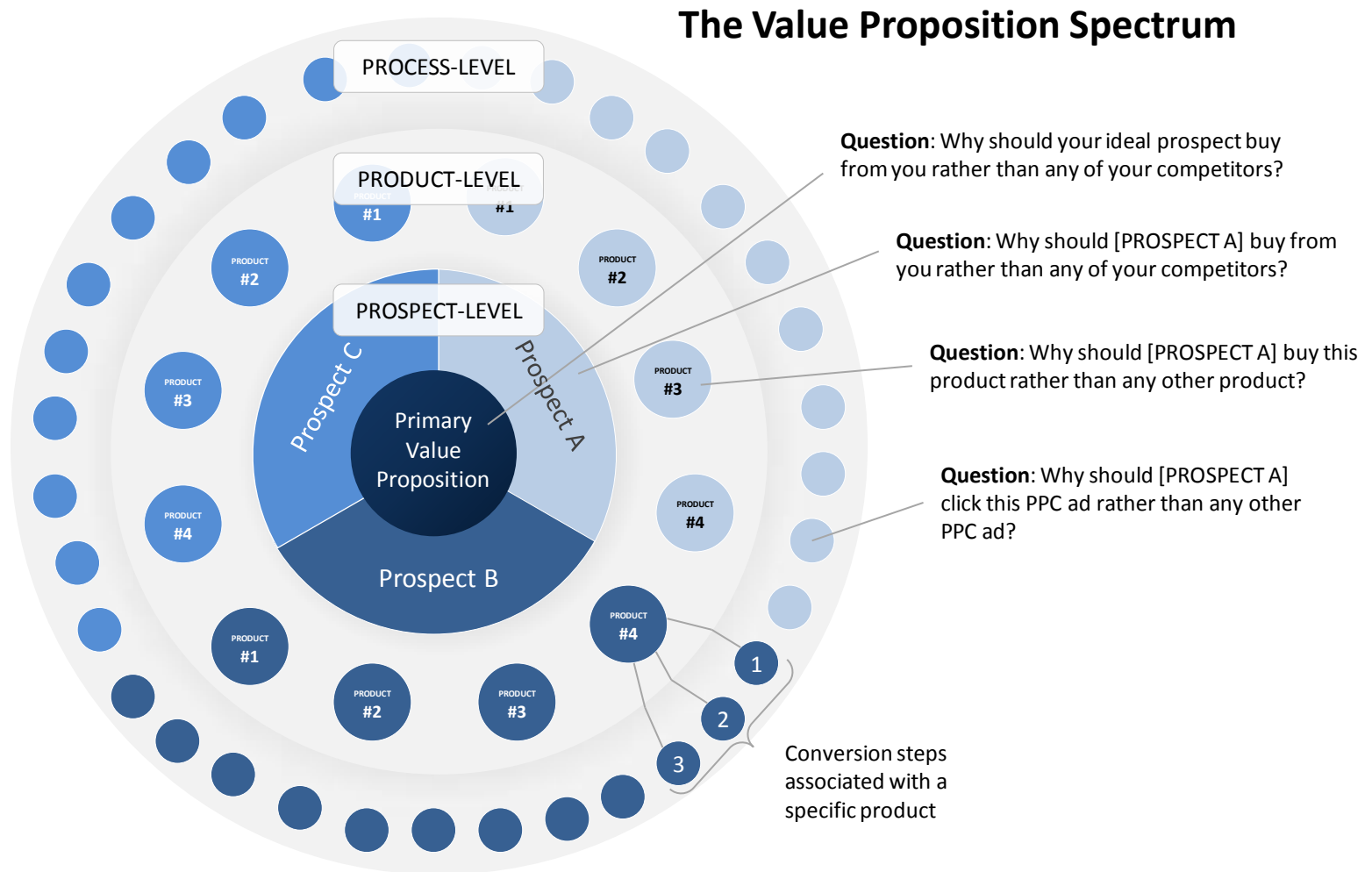
TECHNIQUE #1: Focus on your “Only-Factor.”

TECHNIQUE #2: Provide Clear Evidentials

TECHNIQUE #3: Strengthen the process-level value propositions



THE VALUE PROPOSITION SPECTRUM



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Can you identify the process-level value propositions?

Audience Submitted Page

web2market
building business

[home page](#)
[how we can help »](#)
[a little about us »](#)
[portfolio of work »](#)
[rates »](#)
[client feedback »](#)
[supporting you »](#)
[how to contact us »](#)
[news & blog »](#)

Alternative Futures
Gordon Adams
I am happy to recommend web2market, they are highly professional at what they do and always give excellent customer service. The website they designed for my company, has been praised by our clients and helps to ensure my company presents a professional face to the world 24/7.
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we update

website updates/maintenance

We deliver high quality website maintenance and on-going update services at competitive rates ensuring your regular updates are made accurately and on time.

You may have experienced poor service from a previous provider. Please be reassured that we provide:

- high quality outcomes
- exceptional speed of response
- very accurate implementation
- expert professional advice

fixed price maintenance

From as little as £50 per month you can take advantage of our website expertise and keep your website content up to date. Regular website updates also encourage Google to revisit your site more frequently assisting search engine positioning.

as required maintenance

Feel free to ask us to perform an update to your website without any on-going commitment and no obligation to use us in the future. We are confident that you will want to use us again.

Simply fill in the form below and we will contact you to discuss your update requirements or alternatively call us on 01480 878510.

Name:*

Web address:*

Phone number:*

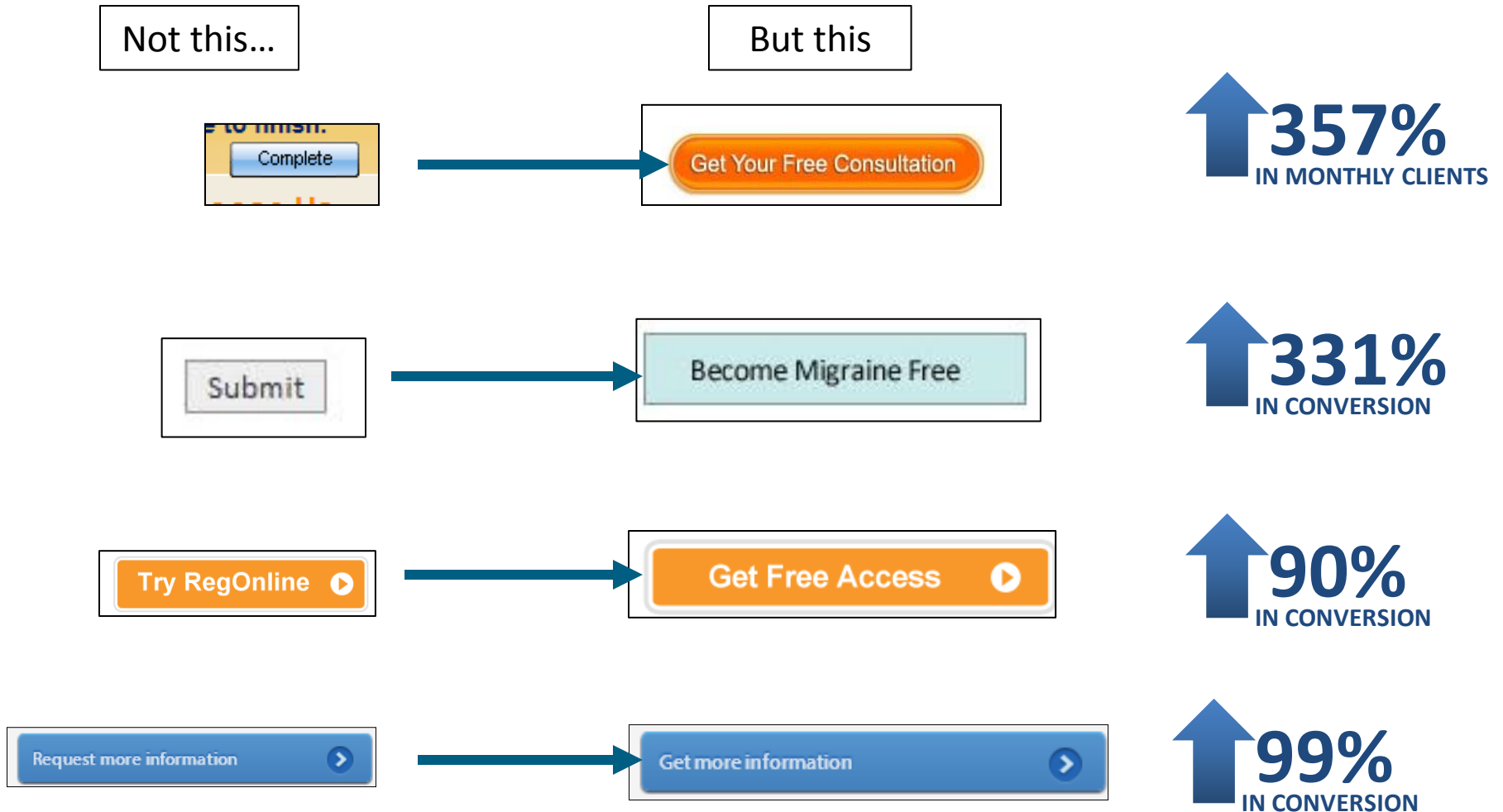
Email address:*

*Required fields

featured clients

RxSport - www.rxsport.co.uk

TECHNIQUE #3: Strengthen the process-level VP



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6 Ways to Differentiate your Value Prop

Techniques for getting your value proposition to stand out in a crowded market space

TECHNIQUE #1: Focus on your “Only-Factor.”

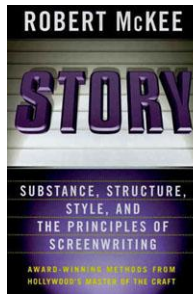
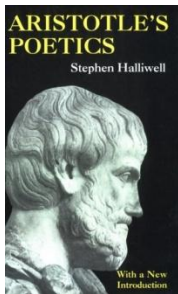
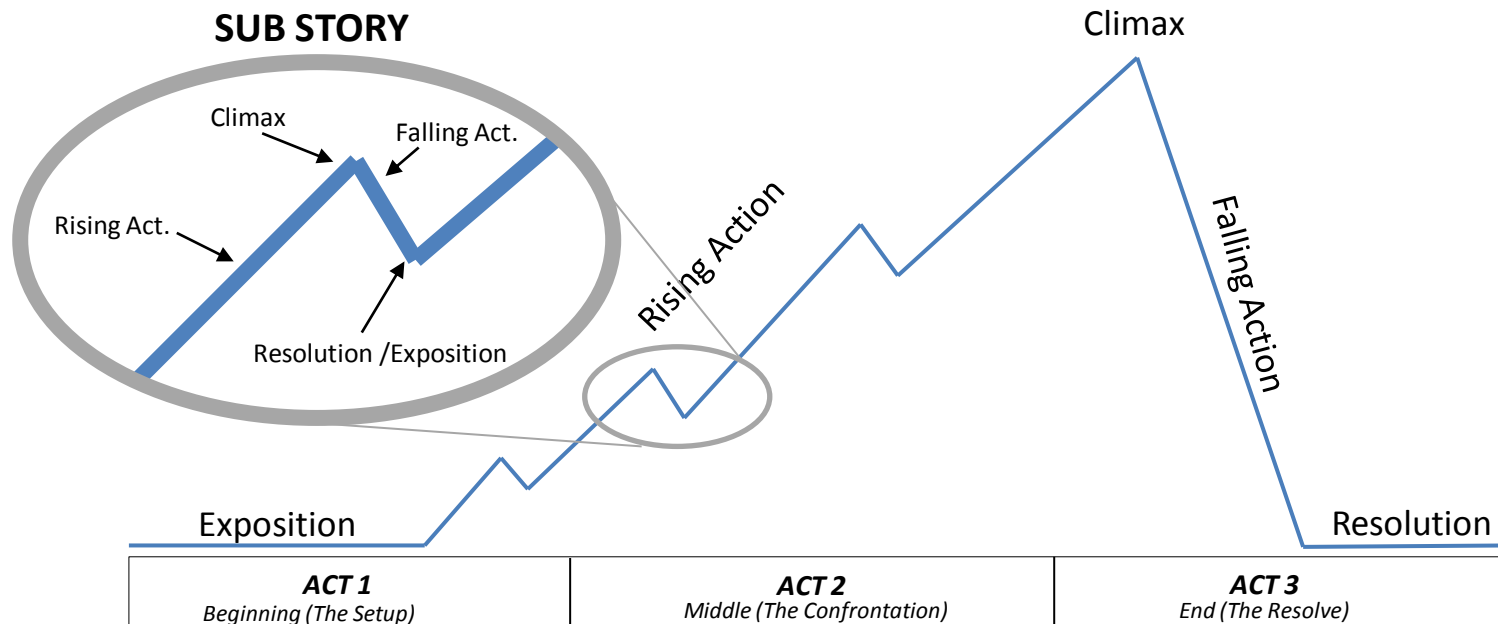
TECHNIQUE #2: Provide Clear Evidentials

TECHNIQUE #3: Strengthen the process-level value propositions

TECHNIQUE #4: Build a Compelling Narrative



TECHNIQUE #4: Build a Compelling Narrative



People's thoughts tend to arrange themselves in story, therefore understanding your visitor's thought sequence comes down to understanding the basic structure of a story. **Telling your story can be a powerful device for communicating a value proposition.**



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TECHNIQUE #4: Build a Compelling Narrative


Not this...

*The Microbrewed
Beer of the Month Club*

Join Our Beer Club or Give a Beer Gift

1. To order, please select your options from the dropdown boxes below.
2. Or, use our [Whatever Whenever Program](#) to combine a chocolate club membership with a beer club membership. We offer a variety of beer clubs (International Wines, Gourmet Cheeses, Gourmet Chocolates, Fresh Produce, etc.) and our customers surveyed strongly recommend us. [Find out why](#) 98% of our customers recommend us!

Please note: We cannot ship beer or wine to the following states: Alaska, Arkansas, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming. All other states are permitted. You must be 21 to give or receive beer!

Description	
	
Domestic Beer Club	
Membership Term:	Select
Payment Option:	Pay in One Installment
Month to Start:	September (Next Available)
Shipping Frequency:	Consecutive Months
Are you renewing a membership?	No

Copy integrates story of how beers are selected to achieve congruence.

Copy is a simple set of instructions to accomplish the task of ordering

...but this

LOGO

Dear Fellow Beer Enthusiast,

Each month, we go through a rigorous process of selecting which beers to offer to our members. A panel of beer experts and master brewers hand selects breweries and styles based on quality, variety from previous months, and season. We do this to make sure you get the best possible beer experience each month. I have a passion for beer that I hope to share with every one of our members.

Sincerely,

Your membership also includes:

Mike Gault
President and Founder



Favorite Beers:

- Lost Abby Bourbon Barrel Aged
- Serpent's Imperial Stout
- Cigar City Humidor Series Cedar Aged IPA
- Kulmbacher Eku 28 Doppelbock

What's coming next?

We've already lined up our featured beers for the next 3 months and I'm really excited about a few of them. Among our 4 selections in November will be an organic IPA from the Bison Brewing Company. Then in December, Boulder Beer Company's Hazed & Infused Dry Hopped Ale.



↑ 14%



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marketing experiments

6 Ways to Differentiate your Value Prop

Techniques for getting your value proposition to stand out in a crowded market space

TECHNIQUE #1: Focus on your “Only-Factor.”

TECHNIQUE #2: Provide Clear Evidentials

TECHNIQUE #3: Strengthen the process-level value propositions

TECHNIQUE #4: Build a Compelling Narrative

TECHNIQUE #5: Utilize Value-Laden Images



TECHNIQUE #5: Utilize Value-Laden Images



Where is the value in this image?

TECHNIQUE #5: Utilize Value-Laden Images

Not this...

GET RELIEF FROM DEBT

We can help you lower your monthly payments, reduce your interest rates and late fees, avoid bankruptcy and rebuild your credit. Just tell us a little about yourself to get started.

Name: First Name... Last Name...

Email:

Total unsecured debt: \$0.000 State: Select

Get My Free Debt Consultation

Already started? [Click here to continue](#)
We take your privacy seriously

United Way
United Way of Broward County
Chairman's Circle

*"We are really proud to recommend
Dr. Jennifer O'Flanery, Ph.D. President & CEO
of United Way of Broward County."*

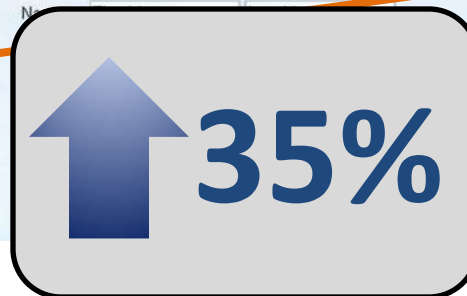
AFCPE
CERTIFIED COUNSELORS

Stock image of customer service rep

But this...



Image of well-known company founder.



#webclinic

marketingexperiments

TECHNIQUE #5: Utilize Value-Laden Images

Not this...



Clever/cute picture of a dog carrying a newspaper

But this...



Actual images of the newspaper front pages



#webclinic

TECHNIQUE #5: Utilize Value-Laden Images

Not this (*General Icon*)...



HTML Customization on your homepage, News pages and your additional pages

But this (*actual screenshot*)...

✓ Get 75+ site layout templates and the ability to make custom page changes



- Create a professionally designed website with numerous template and

...s to match your logo
...HTML to enhance your site

↑ 43%

6 Ways to Differentiate your Value Prop

Techniques for getting your value proposition to stand out in a crowded market space

TECHNIQUE #1: Focus on your “Only-Factor.”

TECHNIQUE #2: Provide Clear Evidentials

TECHNIQUE #3: Strengthen the process-level value propositions

TECHNIQUE #4: Build a Compelling Narrative

TECHNIQUE #5: Utilize Value-Laden Images

TECHNIQUE #6: Link your Brand Equity



ON VALUE PROPOSITION AND BRAND

1. Brand is the aggregate experience of the value proposition – as the customer experiences this value, they develop a belief about its source.
2. The brand awareness is a result; the value proposition is a cause. The strength of the brand is derived not from declaration, but through expectation.
3. The notion of a brand promise is fundamentally flawed. The point of the brand is not to make a promise, but to create an **expectation**.
4. Marketers need more nuance. Our work does not entail forcing conclusions, but rather offering reasons which lead to an “**inevitable conclusion**”.
5. Effective brand strategy is implicit rather than explicit; it is achieved not with remonstrations but by implication.



Summary: Putting it all together

Key Principles

Value Proposition Heuristic

$$Nf = {}^pVf - {}^pCf$$

$$P = (Cl \div Cr)$$

$$Vf = (Ap/Ex)$$

$$Cf = (Mt + Mn)$$

Wherein:

Nf = Net Force of the Value Proposition

Vf = Gross Force Of the Value

Cf = Gross Force of the Cost

P = Perceived

Cl = Clarity

Cr = Credibility

Ap = Appeal

Ex = Exclusivity

Mt = Material

Mn = Mental

Summary: Putting it all together

Techniques for getting your value proposition to stand out in a crowded market space

TECHNIQUE #1: Focus on your “Only-Factor.”

TECHNIQUE #2: Provide Clear Evidentials

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TECHNIQUE #5: Utilize Value-Laden Images

TECHNIQUE #6: Link your Brand Equity

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Live Optimization



Live Optimization



Primary Objective: To capture real estate clients, focused in the North Lake Tahoe market

Primary Traffic: SEO & Social Media

Value Proposition: “We are the best source of news and information for Incline Village & North Lake Tahoe Real Estate community”

Page URL: <http://bit.ly/q8hg6i>

Lakeshore Realty



954 Lakeshore Blvd., Incline Village, NV 89451
775.831.7000 800.954.9554

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Your Source For Incline Village And North Lake Tahoe Real Estate!

Welcome to Lakeshore Realty, a proven leader in **Lake Tahoe real estate sales.**

Lakeshore Realty and its **Realtors** bring well over 25 years of successfully selling **homes, condo's and PUD's in Incline Village** on the North shore of Lake Tahoe, Nevada and they have an extensive knowledge of our area's unique real estate market and all the Incline Village and Lake Tahoe home listings. Lake Tahoe real estate is our specialty, **Incline Village and Crystal Bay real estate markets** on the North shore of Lake Tahoe Nevada is our main focus. Our office is located at **954 Lakeshore Blvd., Incline Village, Nevada.**

If you are looking to buy a home in North Lake Tahoe, or want information on the real estate market please use our **Incline Village MLS search** and access all incline village homes for sale. Here you can set up a personalized search outlining your needs and directly accessing our **Incline Village MLS**. Our Lakeshore Realty site and **blog** brings you up-to-the minute **Incline Village real estate information** directly from our Incline Village Multiple listings Service (MLS) and additional MLS services from **Reno and Carson City, NV.**

\$3,895,000 - Incline Village, NV [VIEW PROPERTY](#)



Property 4 of 73

Our **subdivision Map** identifies all **15 neighborhoods** within Incline Village/Crystal Bay, located on the north shore of Lake Tahoe, in Northern, Nevada. The Map is unique! It brings you information you are unable to access through other searches. We created a special link to each neighborhood and update the information

Live Optimization

Primary Objective: Get leads for term life insurance

Primary Traffic: AdWords and MSN Keywords: Term Life Insurance, Compare Life Insurance, Term Life Rates

Value Proposition: “We have the lowest rates in this area and we'll give you a free info booklet to find out more information.”

Page URL: bit.ly/MJOjY3

Mutual of Omaha

The screenshot shows the Mutual of Omaha website. At the top, the Mutual of Omaha logo is on the left, and the text "Call Us Toll-Free (800) 231-1668" is on the right. Below the logo, the headline reads "Get \$250,000 in Life Insurance coverage for as little as \$25 a month from United of Omaha Life Insurance Company." Underneath, it says "Term Life Insurance Sample Premium" and "10-Year Term | \$250,000 in Coverage". A table compares three companies: United of Omaha Life Insurance Company at \$25.81 per month, MetLife at \$34.11 per month, and Prudential at \$43.65 per month. A man in a light blue shirt stands next to the table. To the right of the table is a form to "Request your free needs assessment and information booklet." with fields for First Name, Last Name, Address, City, State, ZIP, Phone, and E-mail. There are also checkboxes for "Age" (Optional) and "Current Customer?" (Yes/No). A "Complete My Request" button is at the bottom of the form. Below the form, a disclaimer states: "Upon this request, an insurance agent* will contact you by telephone to provide additional information." At the bottom of the page, there is a VeriTag Trustmark logo and a small copyright notice: "© 2011 Mutual of Omaha Insurance Company. All rights reserved."

MUTUAL of OMAHA

Call Us Toll-Free
(800) 231-1668

Request your free
needs assessment
and information booklet.

First Name Last Name

Address

City State ZIP

Phone E-mail

Age Optional

Current Customer? Yes No

Complete My Request

Upon this request, an insurance agent* will contact you by telephone to provide additional information.

VeriTag
Trustmark

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This is a solicitation of insurance. An agent* may contact you.

Life Insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. United of Omaha Life Insurance Company is licensed nationwide except in New York and does not solicit business in New York. In New York, Life Insurance is underwritten by Companion Life Insurance Company, Hauppauge, NY 11798. Term Life Insurance (Term Life) 10 - 6178L-0696 (or state equivalent). In FL, 6179L-0696. In ID, 6337L-0696. In NC, 6254L-0696. In NY, 0738Y-1195. In OK, 6258L-0696. In OR, 6258L-0696. In PA, 5947L-0495. In TX, 5957L-0495. In WA, 5959L-0495. Each underwriting company is solely responsible for its own financial and contractual obligations. Policies may have exclusions and limitations. Policies not available in all states and product features may vary by state.

Competitor monthly rates shown above are obtained from VitaTerm and are current to the best of our knowledge as of 11-2-2011. Rates reflect monthly cost for \$250,000 in coverage (10-year term) for a non-smoking male. Rates based on a 40-year-old male, non-tobacco, standard risk class. Rate competitiveness may vary depending on actual age. Product features and age eligibility may vary for each underwriting company.

*Washington Residents: the term "agent" is considered "producer" in your state.

AFN44457

Live Optimization


Primary Objective: to gain leads

Primary Traffic: PPC, opt-in email marketing, email marketing lists, email marketing providers

Value Proposition: “Our industry knowledge”

Page URL: <http://bit.ly/OLPwNu>

List Warehouse



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Avoid Poor Marketing Lists, Get Opened, Get Read and Get Response

The List Warehouse is a world-wide data brokerage firm, run by list veterans with over 11 years of experience in opt-in email lists and data acquisition. Over the years we have built strong relationships with our select group of opt-in email list providers. This select group of list providers was built through testing and re-testing of list vendors all over North America.

We harness the power of the industry's leading opt-in email data providers to maximize our clients branding and acquisition goals while saving them time and money. Now you have wholesale access to over 250 million vetted targeted consumer prospects in the US and Canada with over 190 lifestyle and demographic selects, all guaranteed 100% CAN SPAM compliant.

It's easy, here's how it works:

- Fill in the short form below and our data consultants will work with you to very precisely define your target audience
- We recommend a database based using your exact criteria and our knowledge of proven reliable list providers.
- We provide you past open rate and click thru rates of any provider we recommend.
- You provide the email creative and landing page.
- We monitor your campaign and provide detailed analytics on campaign performance 72 hours after the send.
- Guaranteed 100% CAN SPAM compliant in the US and Canada.

Get Opened, Get Read, Grow My Business Now.

Your Name (*)


How would you like us to connect with you?
By Email
OR
Phone

Tell us about your project (*)

 [Let's Get Started](#)

Or Fill in our [Detailed Description Request Form](#)

What Marketers Are Saying About Us:



M-Clarity, LLC
"The List Warehouse is an amazing "one-stop shopping" list resource. Their strategic thoroughness in list targeting and pricing -- and their genuine customer care at all points along the way -- is tops in our book! So with sincere pleasure, we look forward to opportunities for partnering with the team at The List Warehouse." ~ M-Clarity, LLC

Want to Maximize Your Return?



Test, Test, Test
The key to successful email marketing is a testing plan. Here is our [proven test system](#).

Live Optimization

Primary Objective: Collect email lead convert on top spotlight programs

Primary Traffic: Email, PPC - union discounts, Union Plus, referrals from union sites

Value Proposition: “Union Plus negotiates valuable & unique benefits on behalf of union families with built-in protections and enhancements.”

Page URL: <http://bit.ly/aR8GX>

The screenshot displays the Union Plus website interface. At the top, a navigation bar includes links for 'TAGS', 'CUSTOMER SERVICE', 'RSS FEED', and 'SITE MAP'. The main header features the 'Union Plus' logo and a search bar. Below the header, a horizontal menu lists categories: 'MONEY & INSURANCE', 'HOME & DISCOUNTS', 'HEALTH', 'TRAVEL & ENTERTAINMENT', 'AUTO', 'LEGAL & EDUCATION', 'ASSISTANCE', and 'LEADER KIT'. The main content area is divided into several sections. The top section is titled 'Unique Assistance with Union Plus Mortgages' and includes a 'READ MORE' button. Below this, there are three featured offers: '1 Auto Buying Service', '2 Mortgage Assistance', and '3 15% AT&T Savings'. A 'COLLECTIVE BARGAINS' section encourages visitors to visit the blog for tips, deals, and discounts, with a 'LEARN MORE' button. A testimonial section features a photo of Jerzy Sikorski and a quote: 'My good union job has meant so much to me and my family and the Union Plus Mortgage Program is one more way my union has helped me.' The testimonial is attributed to Jerzy Sikorski, IUOE Local 25 - 2007 First Time Homebuyer recipient. A 'SUBMIT YOUR STORY' button is located below the testimonial. On the right side of the page, there is a 'FOLLOW UNION PLUS' section with social media links for Facebook, Twitter, Pinterest, and YouTube. Below this is a 'UNION BENEFITS LOCATOR' section with a target icon and a 'FIND BENEFITS' button. At the bottom of the right sidebar, there is a section titled 'OR FIND YOUR UNION BY OCCUPATION' with links for 'Not a union member? Find out how to join one.' and 'Help if you do not know your union.'.

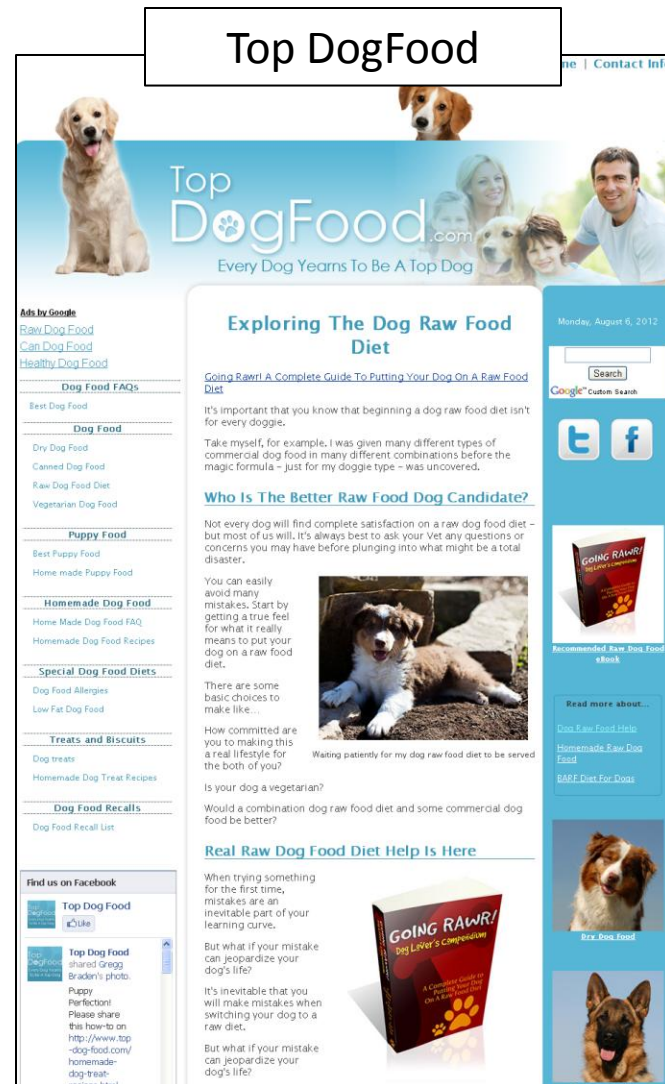
Live Optimization

Primary Objective:
eBook sales

Primary Traffic: Organic
SEO / dog raw food diet ,
raw dog food diet, raw
food dog

Value Proposition:
“Inside information from
a dog who has been
through all the diets”

Page URL: <http://bit.ly/NXCct8>



Live Optimization

Primary Objective: Lead generation form completion or call in

Primary Traffic: SEO (PCI hosting, PCI compliance services, PCI compliant web hosting)

Value Proposition: “INetU delivers safe, trusted and totally managed hosting solutions”

Page URL: <http://bit.ly/QFMmjE>



Serving clients
WORLDWIDE
from datacenters in the US and Europe

INetU

Ensure Your Data is Safe from Security Breaches with PCI Compliance



PCI Certified



INetU delivers safe, trusted, totally managed hosting solutions.

With security breaches happening all the time, it is inevitable that businesses must protect themselves from costly fines, lawsuits, and more. Retailers and merchants need to consider how they can address PCI compliance requirements and simultaneously minimize related costs in order to remain competitive in today's aggressive marketplace.

At INetU, we are a PCI compliant hosting provider. We help your business apply PCI security standards without any hassle. And our PCI compliant hosting solutions are available in the Cloud as well as on dedicated hardware. A multifaceted security standard, the PCI DSS includes requirements for security management, policies, procedures, network architecture, software design, and other critical protective measures. This comprehensive standard helps organizations proactively protect customer account data.

Though some hosting companies provide PCI DSS checklists and documents, leaving you alone to decipher your responsibilities, INetU can guide you on PCI DSS compliance. A VISA PCI Certified host and PCI Security Standards Council participating organization, INetU understands your compliance challenges and knows how to turn a difficult process into a greatly simplified - and most importantly - a successful experience. Our Subject Matter Experts will be right beside you all the way - offering expert guidance and support. We make it easy for you to become PCI compliant.

With INetU as Your PCI Compliant Hosting Provider Your Business Will Receive:

- A Custom Solution Tailored to Meet Your Needs
- Deep Monitoring and Synthetic Transaction Monitoring
- Validation, Scanning, and Reporting
- Physical Security Assurance
- Cloud Security Considerations
- 24x7x365 Support

"INetU offers a powerful, fast, reliable network with the best support in the business. Their support technicians are well-trained and are extremely attentive to each customer's individual needs. You can trust the job will be done right."

John Baratta
MEDmarketplace.com
CTO



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* Job Title:

* Company Name:

Phone Number:

Hosting Requirements:

Best time to call:

--Select One--

* Answer: 6-30

FREE PCI COMPLIANCE GUIDE

Privacy Notice: We will use the information collected on this contact form as per our privacy policy.

Live Optimization

Primary Objective:

Contact us to discuss customer needs and send them an estimate

Primary Traffic: SEO & email campaigns

Value Proposition: “Offer mobile friendly website for NetSuite platform”

Page URL: <http://bit.ly/QzidAh>

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Affordable Mobile Commerce Solutions


"The growing popularity of smartphones entails that customers will have an increasing demand to have a positive experience while shopping using their phones. Our main competitors, Garmin and TomTom, are still behind us on this front..."


Angela Lila - Director, MagellanGPS.com

[View Portfolio](#)

Mobile Strategy: If your competitors didn't go mobile yet, they are planning it.

Smartphones have become consumers' most-valued shopping companion, a trend that is poised to continue as smartphone adoption surges past 50 percent in the US in 2012. With just a few swipes on their touchscreen, consumers are now able to compare prices, locate a store that offers a better deal, read reviews, send product photos and more, all while standing within arms' reach of a product on the shelf and within feet of the checkout, defying the old adage that getting shoppers in the store is half the battle in making a sale.





Get Mobile Today! Your NetSuite mobile friendly store can't wait.

Tavano mobile commerce solution for NetSuite stores is designed to provide your mobile shoppers with an intuitive easy swipe-like friendly navigation, complete products and services information, and easy checkout. Product reviews, promotions and discounts, customer service features, as well as rich media videos and photo galleries can be added to your mobile store. Managing your NetSuite mobile store is really easy as it works in the same way your regular desktop NetSuite web store works.

Allow your customers on iPhone, Android, BlackBerry, and Tablets to access your products and services and shop easily.

[Take a look at Magellan GPS NetSuite mobile website](#)

Take the first step - Contact us today!

We love talking to our clients and potential clients, so if you have any questions about how we can help your business please feel free to drop us a line! Our friendly staff will contact you within the next 24 hours and provide a free discovery call meeting to discuss your needs.

Name

Email

Phone Number

How can we help you?

Enter the code below:
7 X J 3

[Send](#)

Live Optimization

Primary Objective: to sell a box of protein bars

Primary Traffic: facebook ads, organic search, blog posts, word of mouth, retail traffic

Value Proposition: “A 20 gram whey protein bar that is all natural that actually tastes really good”

Page URL: <http://bit.ly/gAJwQW>

Papa Steve's

no junk protein bars

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Reviews

Wholesalers

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Plus each bar is packed with **20 grams of protein** and 4 grams of fiber. These vegetarian bars make the perfect healthy snack and taste so good you can't put them down.

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12 ORGANIC NO JUNK PEANUT BUTTER/CHOCO CHIP PROTEIN BARS

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educating and equipping survivors about the potential impact of cancer therapy on their health and wellbeing. about 9 hours ago

@myHEARTtyrHANDS shouldn't be a problem. What is the message you want to send so I can make sure its ok? about 9 hours ago

Join the conversation

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marketing experiments

Live Optimization

Primary Objective: to get a prospect to register for a free quotation

Primary Traffic: Adwords; Home extension quotation

Value Proposition: “Free quotation, fixed price guarantee, easy payment terms and good quality workmanship”

Page URL: <http://bit.ly/MooOZ3>

Tateberry Ltd.

Tateberry Ltd.

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CALL US ANYTIME

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If you're looking for a Reliable Builder to Build-OR-Design and Build [\(planning permission\)](#) your home extension then fill in your details now and one of our team members will call you to arrange a FREE site visit and personalised quotation.

ALL QUOTES COME WITH NO-OBLIGATION TO BUY AND THERE IS NO FEE FOR THIS SERVICE

How Does It Work - In More Detail

We will visit your property to meet with you and discuss your home extension ideas, whether you have planning permission already, or not, we can give you some useful advice how to approach the idea and get your extension built -**ON BUDGET-ON TIME-AND TO A DESIGN YOU LIKE.**

At the appointment you can ask as many questions as you like, we're happy to help.

Once we've had a chance to go through all the details you have presented to us we will send you our “**GUARANTEED-FIXED-PRICE**” Quotation that you can review in your own time. These are normally around 15 pages long and list out everything we do and not do as part of the project.

You can review the quotation in your own time and if you have any questions you're welcome to call us again. Like I said, “We're happy to help”

If you like what you see in the quote we can then arrange for references and a site visit so you can see our work in progress. Typically we have atleast two jobs on the go and you can come along and meet our builders, our foreman, even the client.

Remember, there's No-Obligation to buy and everything is FREE!

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Appointments are usually in the evening and will need to be arranged around a week in advance because of other client appointments.

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Describe Your Extension:

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—Our prices are well below industry standard guidelines! So You'll Save Money all the way to the bank!

Prices are Fixed and in Writing —You know what you'll pay right from the start! So no last minute surprises!

Easy Stage Payments
—Avoid any risks! You pay only while we work on site!

High Standard of Work —We operate a simple “Quality as standard” policy! So you'll have comfort the work will be done well with no corners cut!

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—We can take on your project while

We respect your [email privacy](#)



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 marketingexperiments

Live Optimization

Primary Objective: take action to choose plan

Primary Traffic: Organic, Craigslist

Value Proposition:

“Custom web design and hosting for one low monthly rate.”

Page URL: <http://bit.ly/QGejb0>

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We'll design, host, update and manage your website for one low monthly rate. Our number one priority for our web design, hosting, and SEO services is to provide the quality and performance that you should expect ... at the best price possible. Your website is our #1 priority. **Don't think you need a mobile website? ... think again ... Find out why?**

Why should you choose us?

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- No Hidden Fees
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- 7 Days a Week Support

In our clients words ...

"GREAT SERVICE. AWESOME PRICING - PC MediaOne is just what you need when you are having issues with your website."

Odessa - Detroit, MI

"Your customer service was out of this world. I came to you and I didn't really know what I wanted and you steered me in the right direction. Thanks again!"

Lenae - LovableSitters.com

"The people at PCMediaOne.com were true professionals that delivered as advertised. I had two projects, one personal and one for my store. I received detailed quotes for my project with 3 days. I decided on PC MediaOne and I'm very happy with the job done."

Erik - Worcester, MA

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- We Design & Host Your Website*
- Up to 5 Pages Included
- Use Your Domain or Buy New (\$11/yr)
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- Unlimited Disk Space Hosting & Data Xfer
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\$19/month

[Add to Cart](#)

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- ▶ Site Management & Updates
- ▶ 7 Days a Week Support
- ▶ No Set-up Fees / No Hidden Fees
- ▶ Personal Account Service
- ▶ Unlimited Disk Space & Data Transfer
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- ▶ Softaculous Script Installer
- ▶ Domain Aliases / Subdomains
- ▶ FTP Account Access
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*We'll design and install up to (5) pages for each site. If you require a website with special programming and/or features, please contact us for pricing.

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You'll save money & time by not having to figure out how to use those limited web design tools included with some hosts. We build you a professional website with each of our plans. **Need a custom solution? ... Contact me for a free consultation.**


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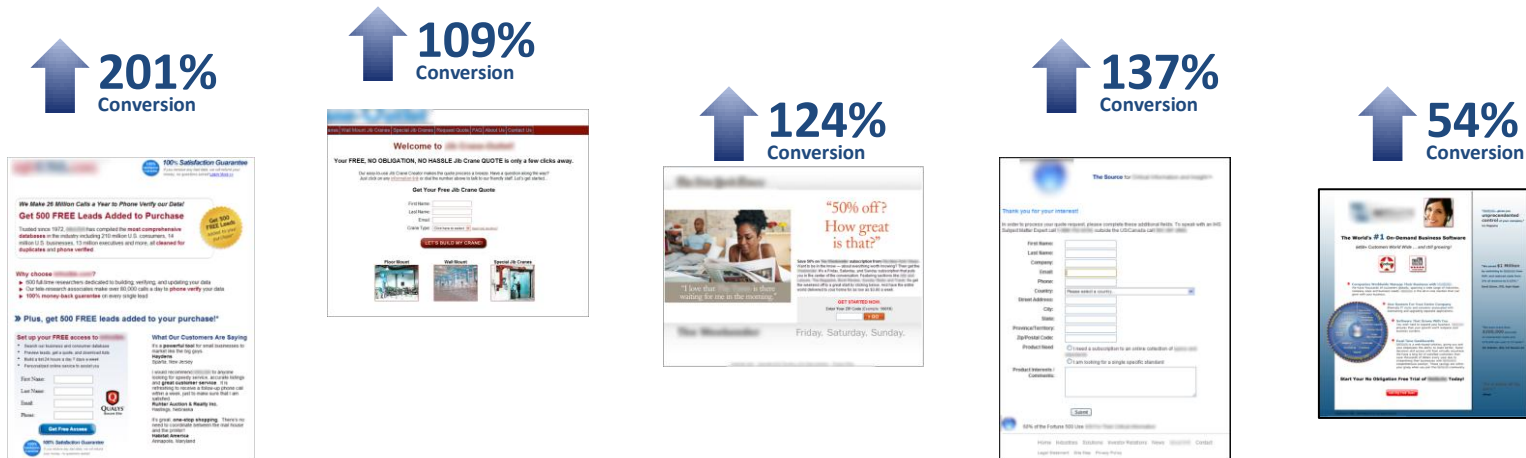
   

 [Linux Hosting](#)

Sincerely,
Todd Hentnick
Owner
PC MediaOne

Call for Research Partners



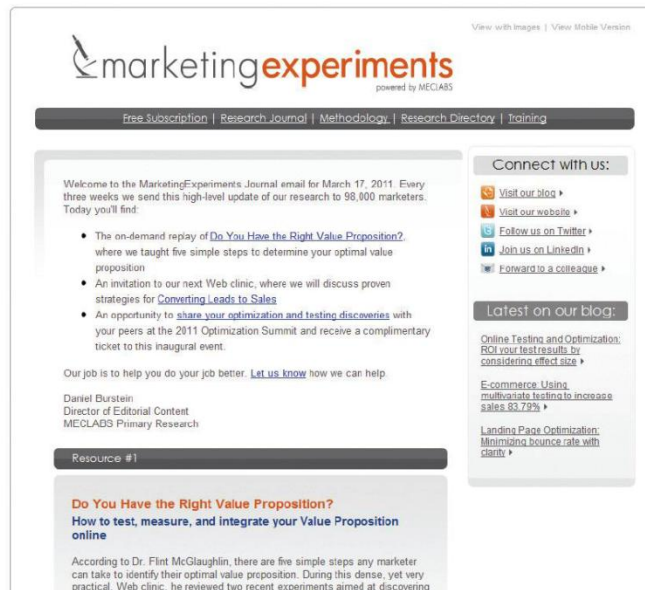
Our average test last year inside one of the world's largest banks produced a **108%** conversion increase. This is not uncommon – many of our partners see **triple-digit sales increases**.

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#webclinic

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