

CPR GROUP MARKETING UNIQUE SELLING POINT (USP)

USP is the abbreviation for Unique Selling Point, also known as Unique Selling Proposition. You may think it sounds very “markety”, and you would be right, but it is a very important concept for any organisation, including not-for-profit clubs and organisations.

A USP is all about identifying what makes your club stand out from another club in your area, or another competing activity. Setting aside 30 minutes with your management committee to define your USP could provide years of value that will enable you to target the right members and retain your current members. If you spend money on advertising, the following activity could save you money and make your advertising more effective.

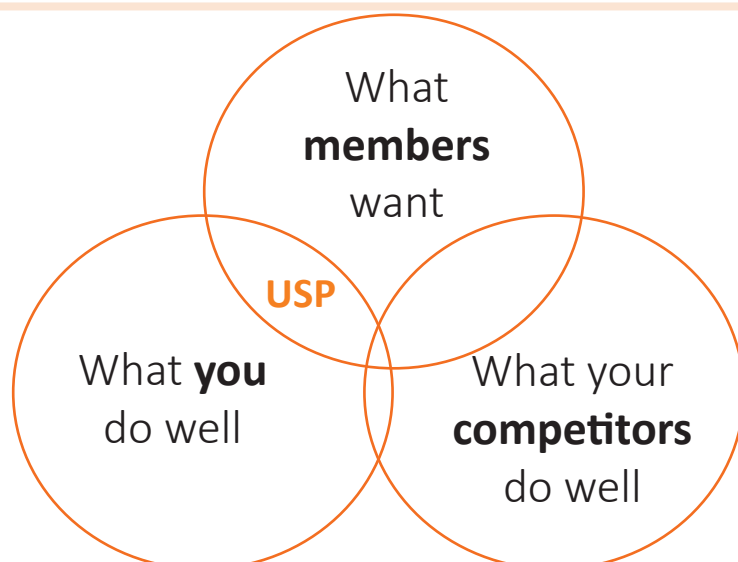
Step 1: What are the two main strengths of our organisation?

1.

2.

What's important?

Find out what benefits your target audience are looking for. Identify what makes your organisation unique. Identify your competition, what they're offering, how your offering differs, and which marketing messages are working for other organisations. Position your USP to highlight benefits.



Step 2: What are the main competing organisations/ activities we loose members or potential members too? What do they do differently?

Step 3: Why do members choose us?

Ask yourself...

Why you? Why should your potential members choose you? Why should they pay your registration fees instead of the club down the road?

Step 4: Why do members stay with us?

TIP:

If your organisation is really struggling to identify your stand out points, then consider a survey for your members and even the local community.

Step 5: What are some of our weaknesses? What are we not offering to our members that we should be?

A crucial step

Once you understand what your weak spots are, come up with a strategy for improvement. For instance, if your registration fees are priced higher than competitors' because you offer extra features, then make sure that you don't mention pricing in your marketing, highlight your features.

Step 6: Create a simple marketing plan on how you want to market your USP to potential members and your local community

What a marketing plan can include:

1. Your USP elevator pitch- quick and succinct
2. Come up with a catchy tag line- relevant and energetic
3. Your website should reflect your USP to gain new members
4. Use social media to your benefit and get your USP out there