



Creating

BRAND DIFFERENTIATION

Important Tips for Differentiating Your Brand from Competitors

RESEARCH

If you want to stand apart from your competitors, you'll need to begin by researching. With adequate research, you'll learn what your competitors are doing and how their strategies are missing the mark for your target audience. That knowledge will give you an opportunity to provide something different for your consumers.



MEET YOUR AUDIENCE WHERE THEY'RE AT



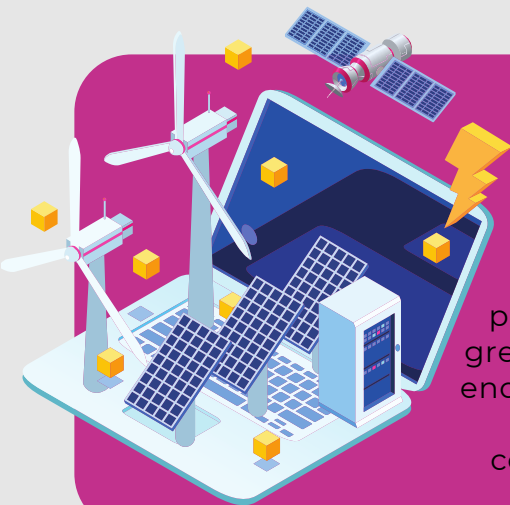
Distinguish yourself from your competitors by being prepared to meet your consumers where they are. Most consumers have had an awkward encounter (or a few) with a salesperson who just won't give up. Although tenacity is admirable, tactlessness is not. Meeting your consumers where they are is about being preceptive of their situation and responding accordingly.

EMBRACE SIMPLICITY

Different shouldn't be complicated. According to [Siegel + Gale](#), an expert in business simplicity, "Ensuring what you do as a business is clearly communicated in concise and simple language will help people easily connect to your value..." Easily finding the value of your business separates you in the mind of consumers with 64% of saying they're more likely to recommend a brand with simpler communication and experience.



SUSTAINABILITY



Rising demand for environmental responsibility among businesses is a great opportunity for differentiation. According to one study from IBM, "their [consumers'] preferences about product attributes and company values greatly affect where they choose to shop..." However, it's not enough to practice simple sustainability such as recycling in the office. To stand out, you'll need to demonstrate company-wide sustainability or substantial advancements toward it.

RESPONSIVENESS

An increasing number of consumers are accustomed to virtually instant communication. Having quick response times can potentially create vital differentiation. One study shows that salespeople who responded within an hour of receiving an inquiry were 60 times more likely to qualify the lead than those who responded within 24 hours. Adopt tools like AI, Chatbots, and Sales Enablement platforms to optimize your response times and you'll be sure to stand out from your competitors.



CUSTOMER EXPERIENCE (CX)



The greatest 'tip' for creating brand differentiation is delivering incredible customer experience (CX). The previous tips will help some, but it's important to pull out all the stops and optimize the entire buying journey and customer cycle if you're going to achieve a CX that's verifiably excellent.

With 80% of brands thinking they're delivering 'superior' CX and only 8% of their customers agreeing, doing the work to ensure that you're in the 8% will absolutely set you far apart—and ahead—of your competitors.



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