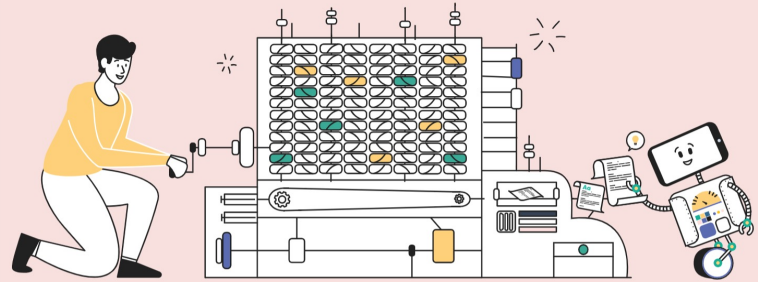


Standing out in a competitive crowd – a differentiation checklist

Matthew Stibbe, CEO, Articulate Marketing



What we mean when we think about differentiation



Differentiation is what we do at Articulate

We help companies stand out from the crowd with genius marketing strategy, beautiful websites and thought leadership copywriting.



Most companies fail to differentiate

According to our research, **more than 60 percent** of respondents say their positioning and marketing failed to differentiate their business.



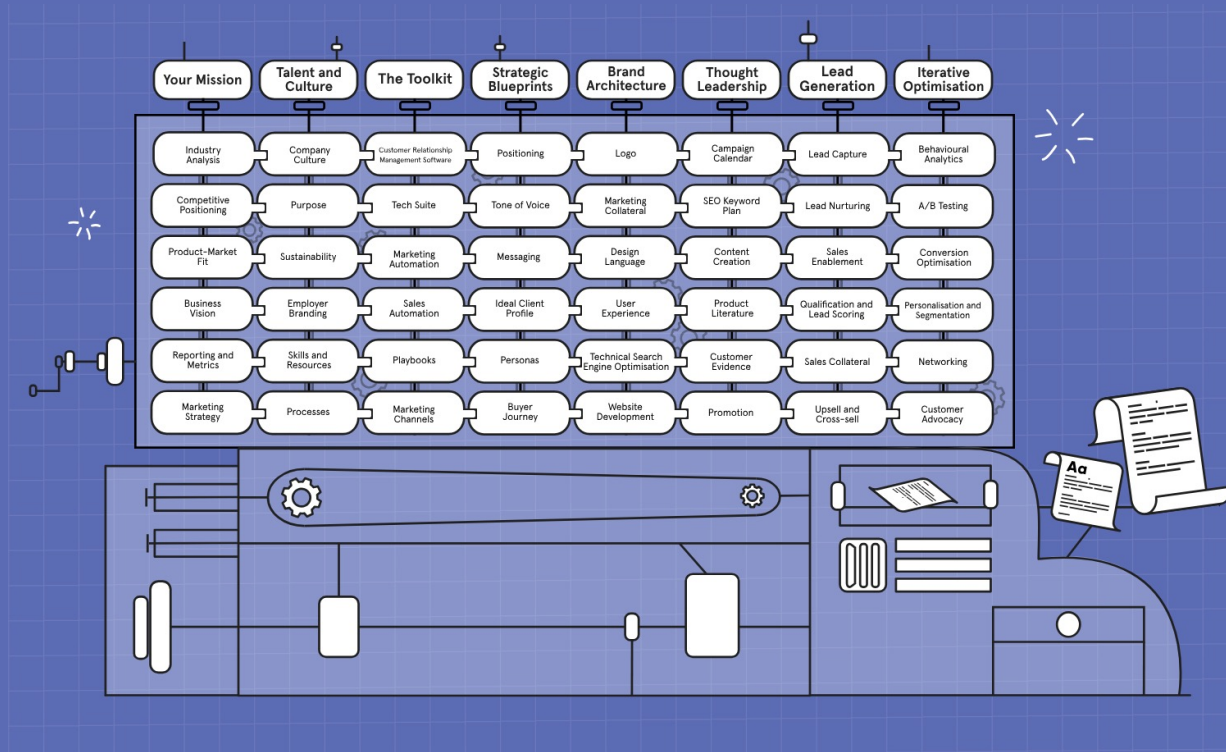
Starting building your difference engine

- Read our article [What is a difference engine](#)
- Download our free [B2B Brand Differentiator](#)
- Assess your marketing with our free, online [High-performance Marketing Scorecard](#)
- Eagerly await the publication of our upcoming book: **The Difference Engine**



Differentiation starts with **thinking** but is mostly about **doing** and it pervades every aspect of your marketing

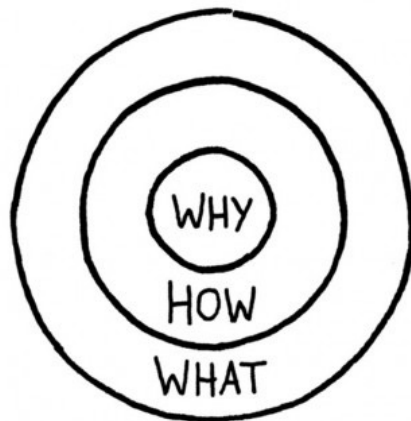




Differentiation checklist

(Start today!)





© 2013 Simon Sinek, Inc.

What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

1. Define your 'why'





https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

2. Know your audience

What's important to one ICP/Persona might not be important to another.

Being differentiated for a generic audience is very hard. 10,000 ideal customers.

Changemaker persona

We believe that this is the persona that owns the big changes that you can underpin and secure

Part of a bigger picture where security and IT interacts with the rest of the business

- Familiar C-Level roles, e.g. CFO, COO or CDO
- Workplace Manager (transformational HR and facilities)
- Transformation project leader
- Application or platform owner

Goal: deploy new digital capabilities to drive business change

Challenges: innovation, change management, resistance, time, skills shortage, 'everything is connected to everything else'



3. Pinpoint the real differentiators

Real differentiators

Table stakes

Sock puppets

MacGuffins

(These other things are important too)





Strategy and Enterprise Value by Sonia Marciano

<https://vimeo.com/253402779>

4. Express your difference as simply as possible

For persona in ideal client profile, company name/product/service is category description, that benefits description because reasons to believe.

If you can't communicate it crisply and succinctly, you probably haven't done enough work.



Using airlines as an example





The world's most generic airline advert

(In this case Turkish Airlines, which seems to have an SEO monopoly on 'friendly cabin crew' images)



Airline positioning that doesn't work

No crashes since 2015

We buy planes from Boeing and Airbus

Our pilots have training

We're regulated by the CAA



Airline positioning that sort of works

(Table stakes)

Our cabin crew are friendly

We have food and drink

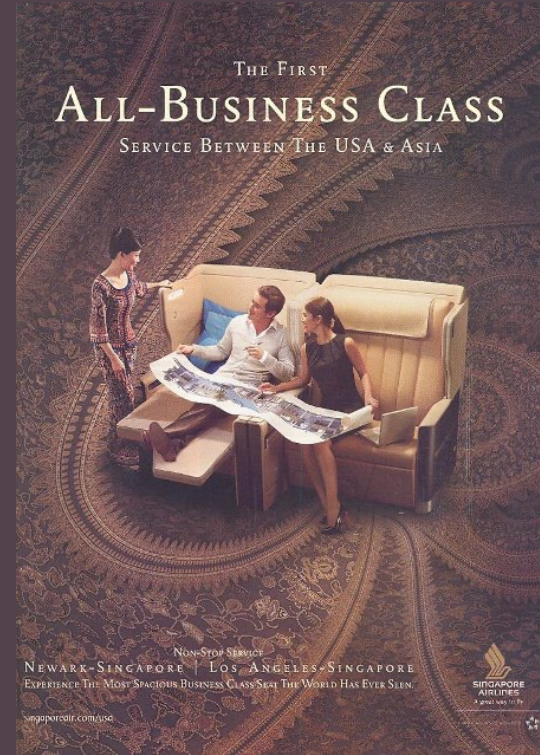
It's nice in First Class



Airline positioning that actually works #1

Genuine service innovation – ice cream in economy

Although big seats and 'First class apartments' are MacGuffins for most customers



Airline positioning that actually works #2


Price

But only one company can be the cheapest in any given market. Anybody can generate demand by selling £10 notes for £5 each but, as the economist says, if it can't continue forever, it will stop.



BA don't give a Shiatsu.

Upper Class Free onboard massage.

virgin atlantic 

Airline positioning that actually works #3

Tone of voice (see previous webinar)

Attitude

Branding (with reasons to believe)



The ultimate airline branding?

Yes, NetJets. The biggest airline you never heard of.

750 planes

(Full disclosure: former client)



Starting at \$220,000 for 25 hours

In case you were wondering. 🤔



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

