

*Expressing Your Value*



# FLEX YOUR SUCCESS

Communicate the Vision and Strategic Advantages of Your SMA



**COSMA SUMMIT 2021**

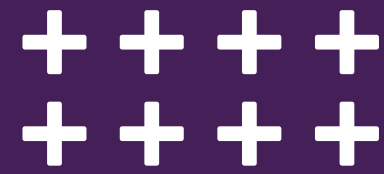
**PRESENTED BY**



# THE GUILD

CRAFTING AND MARKETING INSPIRED BRANDS





# OUTCOMES

Identify your best communicable values.

Understanding the importance of a value proposition.

How to create your value proposition and message triangle.

Learn communication tips, tactics and timing.

***“It’s important to own your successes and tell your story through results, outcomes and testimonies.”***





*A Value Proposition defines your organization, promotion strategy and success.*

What is a  
**Value Proposition**

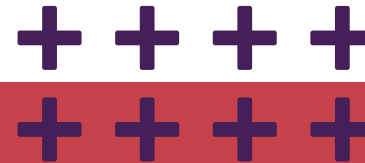
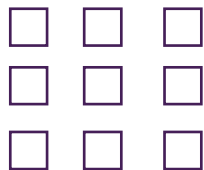


-It should be developed specifically **for your audience**.

-Serves as the **promise of the value and benefits** you deliver.

-**Communicates the solution** to the problem you can solve.

-Simple statement that serves as the **centerpiece** of your marketing message.

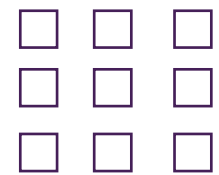


*A Value Proposition is not just for profit-based businesses.  
Nonprofits and organizations also compete to achieve their missions.*



A  
**Value Proposition**  
is not...

- Not an **incentive**.
- Not a **tagline**.
- Not a **positioning statement**.
- Not a **slogan**.
- Not a **mission statement**.





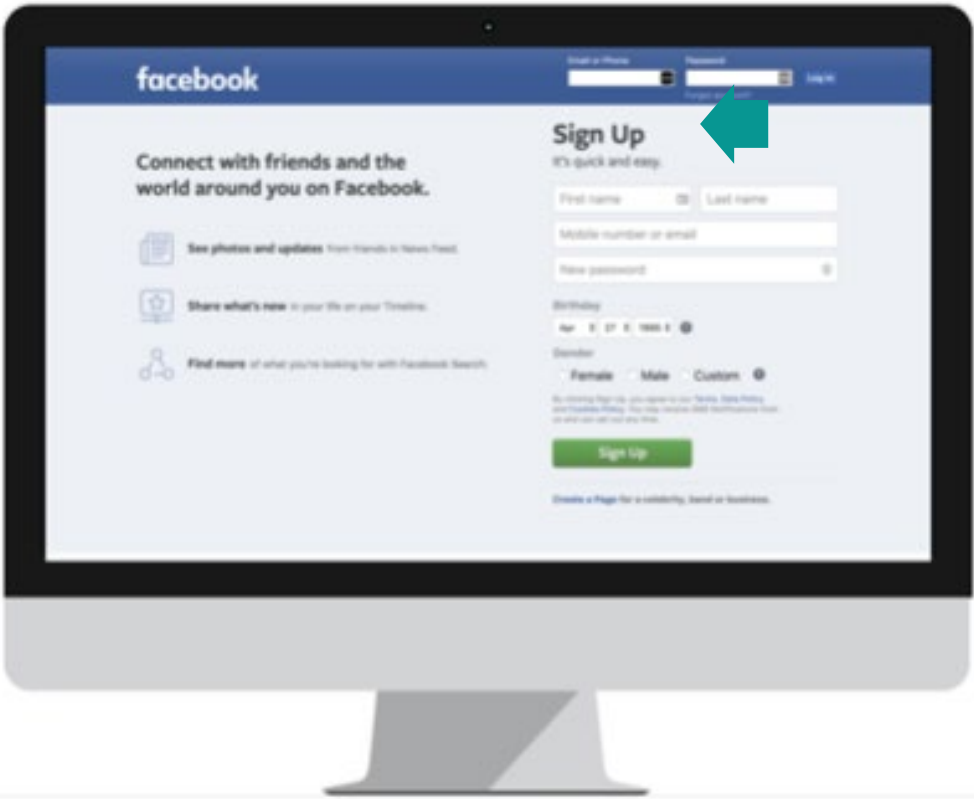
**Connect with friends and the world around you on Facebook.**

- See photos and updates from friends in News Feed.
- Share what's new in your life on your Timeline.
- Find more of what you're looking for with Facebook Search.



**EXAMPLE > > >**

# Facebook

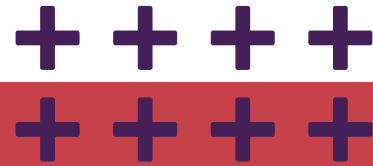


+ Value Proposition (listed on homepage)

+ Positioning Statement: “Bringing the world closer together.” (summary of mission)

+ Tagline: It’s quick and easy. (listed on homepage)

+ Slogan: “More Together” (changes, used in recent ad campaign)






EXAMPLE > > >

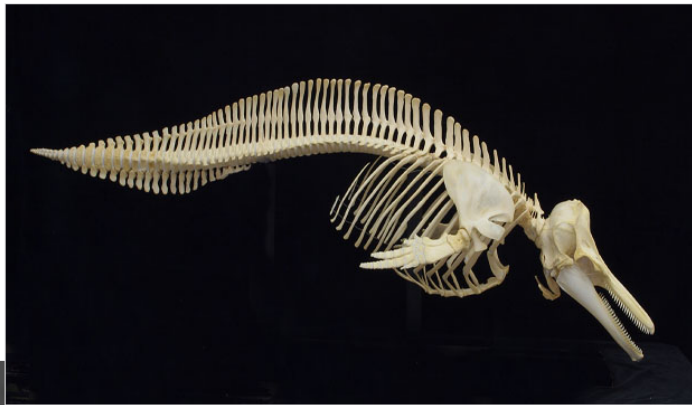
# Oklahoma Museums Association



Home About Contact

Search   

MUSEUMS SERVICES MEMBER BENEFITS JOBS RESOURCES CONFERENCE WELLBEING



- DONATIONS
- REGISTRATIONS
- MEMBERSHIPS
- ASK A PROFESSIONAL

+ Value Proposition (listed on homepage)


+ Tagline: Educate. Inform. Entertain. (listed on homepage)

+ Slogan: "C'mon Everybody! Experience What Makes Oklahoma Pop" (changes, used in recent ad campaign)

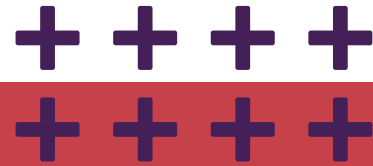
## EDUCATE. INFORM. ENTERTAIN.

Supporting Oklahoma museums in their efforts to educate, inform and entertain.

CALENDAR

 NEWS

CORPORATE MEMBERS

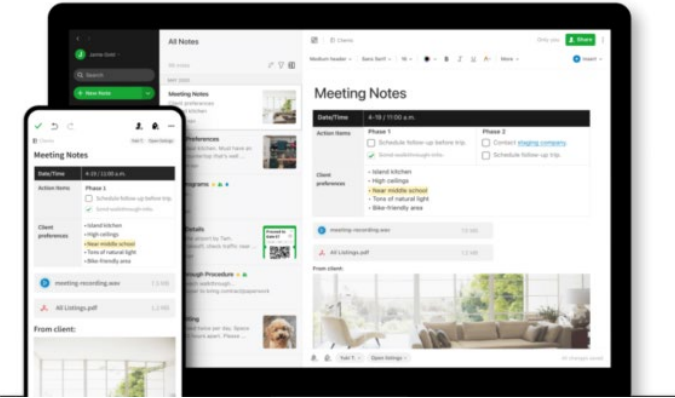


# Accomplish more with better notes

Evernote helps you capture ideas and find them fast.

Sign up for free

Already have an account? Log in



### WORK ANYWHERE

Keep important info handy by syncing your notes to all your devices.

### CAPTURE WHAT MATTERS

Add text, images, audio, scans, PDFs, and documents to your notes.

### YOUR NOTES, YOUR WAY

Express yourself with formatting tools that help you write how you think.

### FIND THINGS FAST

Get what you need, when you need it. Search gives you results as you



MORE EXAMPLES > > >

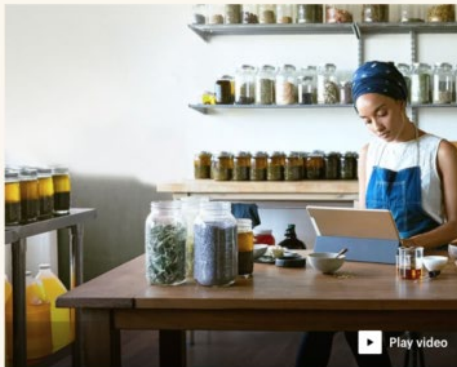


# Anyone, anywhere, can start a business

Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

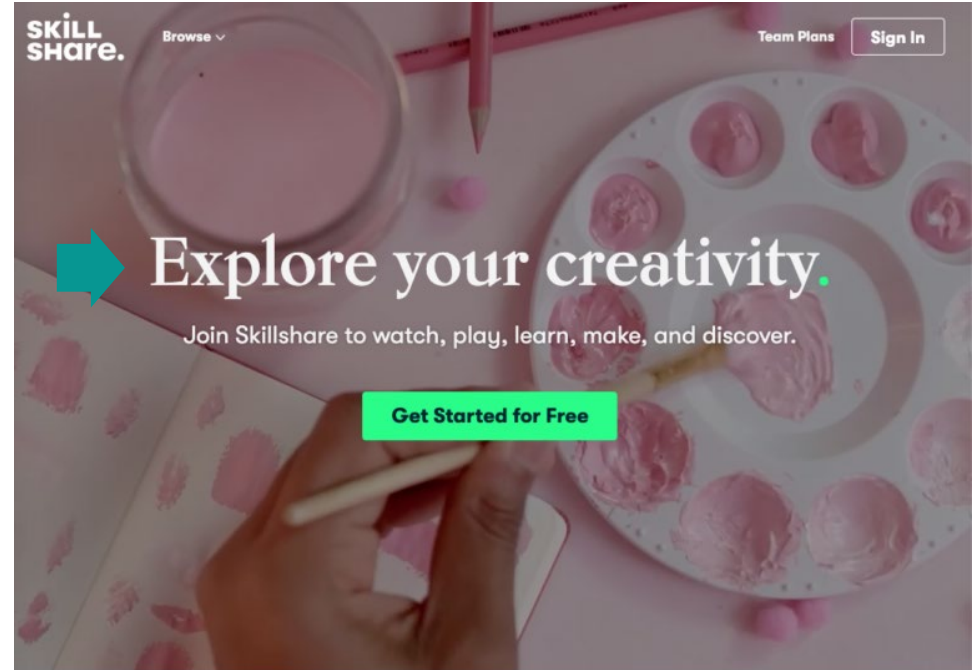


Play video

## Bring your business online

Create an ecommerce website backed by powerful tools that help you find customers, drive sales, and manage your day-to-day.

Explore more examples →



# Explore your creativity.

Join Skillshare to watch, play, learn, make, and discover.

Get Started for Free

## Find What Fascinates You

All Categories Animation Design Illustration Lifestyle Photo & Film Business Writing





MISSION & VALUES



**VALUE PROPOSITION**



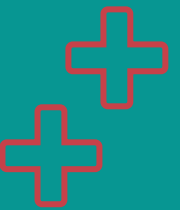
POSITIONING STATEMENT



TAGLINE



SLOGAN









# WHY IS A VALUE PROPOSITION **IMPORTANT?**



If you don't know the needs or pain points of current and potential members, ASK.

Conduct a survey and stay updated as these needs change.

***Ensure your organization continues to evolve.***

- 
- + Shows the overlap of your member's, or potential member's, needs and challenges you can help tackle
  - + Helps you identify with members and speak their language
  - + Ensures your messaging is consistent and clear
  - + Improves engagement
- 

Ensure your Value Proposition works for you.



Common

# MISSTEPS

which may create negative responses or impede results //

- + + No proof of your organization's value
- + + Unclear verbiage
- + + Untested value proposition
- + + Hype language

Your value proposition should be **easy to identify and recall** because it creates a **powerful association** with your organization's brand. >>>>

UNCOVER

CREATE

## YOUR VALUE PROPOSITION



ASK THESE QUESTIONS about your organization:

- + What are your organization's benefits?
- + What services do you offer?
- + What value do you bring?
- + Who is your target audience?
- + What is your purpose?
- + Why are you different from other organizations?



UNCOVER

CREATE

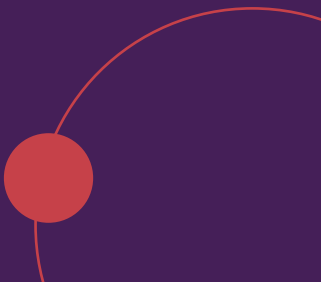
YOUR VALUE PROPOSITION



A Value Proposition should have:

A white rectangular box with a thin teal border on the right side. Inside the box, five terms are listed vertically, each centered and enclosed in a teal rectangular background. The terms are: Clarity, Brevity, Advantage, Concreteness, and Credibility.

- Clarity
- Brevity
- Advantage
- Concreteness
- Credibility



# UNCOVER

# CREATE

## YOUR VALUE PROPOSITION



### Elements for Your Organization's Value Proposition:

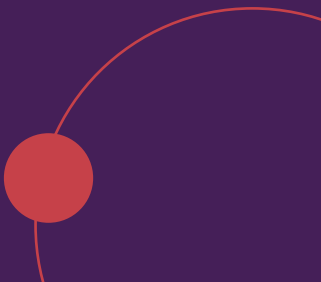
+ Can vary in length, but should be broad, concise and clear. Can be written in several ways: One/two words, one/two sentences or a paragraph.

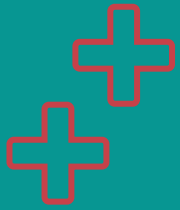
+ Headline

+ A sub-headline or short paragraph of text

+ Bullet points (optional)

+ Visual element (optional)

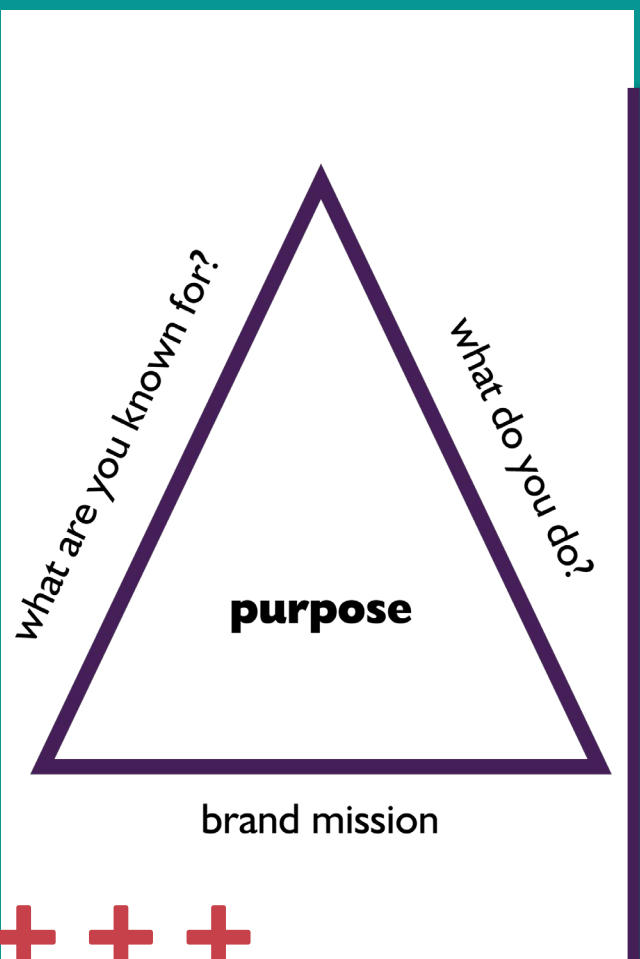




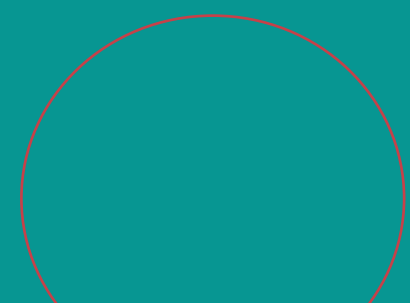
# HOW TO COMMUNICATE



YOUR VALUE > > >



- + Message triangle
- + Communications & Marketing plan
- + Test



*Your Value Proposition should serve as the centerpiece of your marketing message.*



How often you should

# COMMUNICATE

your value //



**Continually lead your audiences through the stages of awareness**



*Your Value Proposition should be the core piece of your organization's brand identity.*

# MARKETING TACTICS

**ALL MARKETING TACTICS SHOULD HAVE A UNITED MESSAGE.**

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- + Website: Homepage, content and blog
- + Ongoing branding campaign
- + Annual report
- + Social media
- + Email campaigns
- + Email signatures
- + Podcast
- + Testimonials
- + Virtually all copy



# MARKETING TACTICS CONTINUED

**TAKE A SPECIAL FOCUS ON STORYTELLING.**

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+ Storytelling

*90% of people trust what others say about an organization over what the organization says about themselves.*

*95% of people say reviews and testimonials influence their giving or decisions.*

Explain a specific situation.

**QUESTIONS?**

Are we doing enough already?

**Let's talk.**

Let's brainstorm.

Where do I start?

How do I shift our organizational mindset?



# THE GUILD



**Get Noticed.**

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