



WHAT'S YOUR  
STORY?



Quite simply, your story is the sum of many things—your history, leadership, dreams and aspirations. It's your goals. It's how you do business, as well as the products you make and the services you provide. It's what you are and what you hope to become. And it's uniquely yours.

# WHY IS IT IMPORTANT?



Because it's unique, your story can help to give direction to your marketing.

Your story contains specific information that we will use to create what marketers call *differentiators*.





# WHAT ARE DIFFERENTIATORS?

Differentiators help to describe how you not only fit into your particular marketplace, but more importantly, how you stand out. Is your company locally owned in a sea of foreign-based conglomerates? Did your grandfather start the business? Is your offering better for the environment? How your firm differs from the competition becomes the starting point for the narrative we help build to connect you with potential customers.

We find that  
collaboration  
works best.

Most firms simply aren't able to take a step back far enough to accurately assess their strengths and weaknesses relative to the marketplace. Even more importantly, it's crucial to have an objective partner to ensure that your marketing efforts are outwardly-focused, directed firmly toward the customer. Lack of focus on the customer results in what we call *navel staring*.

CAN YOU DEVELOP  
YOUR OWN STORY?



# NAVEL STARING?



Self absorption and inward focus, while helpful in yoga, are in fact the antithesis of good marketing. You may find your corporate structure fascinating, but it may have no real relevance to a potential buyer. Your customer has needs, and the most effective marketing narrative is to focus on those needs, on your firm's understanding of them, and how your products and services can address them.

# WHAT ABOUT PARITY PRODUCTS?



This is a fairly common scenario. Your products and services are basically the same as those of your competitors, perhaps with minor differences or improvements unique to your brand. What to do?

Stick with the plan. Concentrate on addressing the needs and concerns of your customers, communicating your unique differentials, and how your offering will satisfy those needs. Connect with the customer effectively, and the rest will fall into place.



# DON'T FORGET THE CALL-TO-ACTION.



You'd be surprised how many firms make a compelling case for doing business with them, and then neglect to seal the deal. The last chapter of the story is to ask the customer for their business. Not always this directly, of course. With B2B the call to action is to provide various options for obtaining more information, but even this needs to be done correctly. A toll-free phone number, specific web page or pages, and email address will usually do it, but be sure to double check *all* contact information for absolute accuracy.





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SNR Advertising is a full-service advertising and marketing firm headquartered in Lancaster, PA. We help clients connect with customers through insightful and compelling work that increases market share and helps build long-term relationships.

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