

UNIQUE SELLING PROPOSITION (USP):

Marketing experts often talk about the need of establishing a “*Unique Selling Proposition*” or USP. The concept of developing a USP can be traced back to successful advertising campaigns in the early 1940s. A unique selling proposition answers the question “*Why should I do business with you instead of your competitors?*” Your USP should clearly differentiate your business in the eyes of your current and potential clients. Clients want to know what it is your product or service can do for them. Does it make their lives easier? Does it increase sales? Does it save them time? Does it increase bookings? Does it offer their clients something that their competitors are not offering? Repeating your USP in all of your marketing materials, both online and in print, helps to build your brand (*more on this later*). Bottom line, your USP should give your customers a rational reason for buying.

PROBLEM-BASED MARKETING:

Communicating your USP as a *solution to a problem* is an approach that works well because people are immersed in their problems. How you create your Virtual Tours and all the little details about them are not important to your client. What is important to your client is that they have a problem. By identifying your target market and understanding what issues and problems they deal with, you can talk to them about how your product *solves their problem*.

Example of a Targeted Problem-Based Marketing Strategy

Targeted Audience:	B&B owners
Problem:	Guests tell them “ <i>your inn is so much prettier in person</i> ”
Solution:	Showcase their property with interactive 360-degree Virtual Tours

By clearly relaying your client’s problem to them, showing them that you understand and have a solution, you show your customer that it is about them and not about you. Targeting their specific needs gets your customer’s attention and helps to connect with them, giving you the opportunity to explore a business relationship with them.

Examples of Problem-Based Marketing

Problem:	Solution:
Small and/or overstretched marketing budget:	360-degree Virtual Tours can be used repeatedly for years, usually until there are major renovations. Investing in Virtual Tours as an alternative use of traditional print advertising dollars results in a higher ROI (<i>Return for Investment</i>) to stretch limited marketing dollars.
Print advertising such as brochures can be costly to produce and update:	Website hosting is relatively inexpensive and can be outsourced easily. It is faster & less expensive to update a web page than to produce printed materials. Also, high quality CDs containing product catalogs can be put made at a fraction of the cost and in a fraction of the time of producing a print catalogs.
Revenue is lost due to unfulfilled capacity and low occupancy rates:	Displaying your location 24/7 to a global audience expands the reach of your marketing campaign to attract international clients as well as local.
Advertising campaigns using traditional print is costly, reaches a limited audience and is difficult to track and manage:	Targeted online marketing with pay-per-click campaigns using keywords such as <i>Virtual Tour ocean front resort</i> reaches a specific target market. At the time of this writing, a search for " <i>oceanfront resort</i> " resulted in about 1,540,00 results, while a search for " <i>virtual tour oceanfront resort</i> " resulted in 358,000 giving you a better chance of reaching your target market.
Tracking the ROI (Return for Investment) of traditional print advertising such as brochures is difficult:	Online marketing allows you to target specific audiences with targeted <i>keyword</i> campaigns. Unlike traditional marketing methods, the results of Internet marketing campaigns are almost immediate. It is also possible to mount and track online campaigns tied directly to more traditional marketing efforts.
Too much competition:	Offering Virtual Tours as part of an interactive website engages potential customers and at the same time provides the opportunity for higher ranking in the search engines.