

## Video 6: The Visual Communication Planner: from purpose to results

*In this video #6, I show you the concept and the process of the Marketing Distinguo, to find the answer to the question: "why should I buy from you?". Discover more on <https://visualcommunicationplanner.com>*

Hello and welcome to training video #6 of the Visual Communication Planner. This is about the Marketing Distinguo, aka the answer to the question "why should I buy from you"?

But let's summarize where we are on our journey to the top of the marketing mountain: the summit is our goal, a step before that we have KPIs, even before, channels and activities. You need something to share so before that we have content.

And to know what to say, the main element you really need to have clear is what distinguishes your company, product, or service from the competition, which is what I have defined as the Marketing Distinguo.

The Marketing Distinguo is a concept as well as a process you can apply to answer one of the most important questions in marketing: what makes you different from the competition?

I have also designed a card deck that helps you go through this process. The Marketing Distinguo card deck has been rewarded as one of the three best marketing innovations of 2019 at the Digital Enterprise Show in Madrid. You can buy your deck at [marketingdistinguo.com](http://marketingdistinguo.com)

On that website you can also find a video on how to use the card deck, I'll link it in the Youtube description as well: <https://www.youtube.com/watch?v=1rDbcoK8csY> (video 6 b)

Anyway, with the Visual Communication Planner slides you can go through this process even without the card deck.

So let's see how it works:

Step 1: look for your buzz words, such as "innovation" or "passion" or "quality"... you can easily find them in your current claim or website or brochure.

Step 2: analyze the two or three words you have found in detail: which are the characteristics of your product or service that concretely match those buzzwords? And what about the characteristics of your company? Or the people working with you? Or the industry you are in?

Step 3: write down those characteristics on a comparative table with your main two or three competitors. Delete those characteristics that aren't unique against your competition.

And that's it! The two or three characteristics that will remain in your table comprise your Marketing Distinguo!

Please note that you can complete this process for your brand or a single product, and also that you should check your Marketing Distinguo on each market you approach. That's because different markets probably have different competitors.

Let's go through our B2B example:

1. goal: new RFP from manufacturing companies in Germany
2. KPI: the number of requests through the website, from each web touchpoint, in 90 days
3. channels and activities:
  - a. a new single-page website dedicated to the German market
  - b. a review of the LinkedIn company page
  - c. 2 weekly updates on the LinkedIn company page
  - d. a standard advertising campaign on LinkedIn
  - e. a text ad campaign on Google Ads
  - f. a responsive ad campaign on Google Ads
4. contents:
  - a. step 1: define the topics
  - b. step 2: prepare the content for all the channels and activities you have defined
5. Marketing Distinguo:
  - a. old claim: quality is our passion (which basically means nothing)
  - b. buzzwords: quality, passion
  - c. characteristics (by the way this is a real example):
    - i. quality: we have the turning machines to reach a tolerance of +- 3 Nm (I actually don't remember the exact number, but take it as an example)
    - ii. passion: turning machines do not work by themselves, we have passionate and knowledgeable people well trained to work on those machines
  - d. table: one competitor has other machines, so it cannot reach that tolerance. Another competitor has many machines, and some of them could reach that tolerance, but the employees are not trained. So they can reach a worse tolerance.
  - e. recap: this is the only company that can reach a tolerance of +- 3 Nm

+ - 3 Nm could already be a claim, but that would be the job of the Unique Selling Proposition, which is the creative execution of the Marketing Distinguo.

As Theodore Levitt used to say: "Differentiation is the essence of competition".

See you in the next video!