Article Side
How to maximise your unique online business by Bloomtools

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I have met numerous businesspeople throughout my career and it continues to amaze me that most of them have no idea what makes their business unique. When asked to describe their business, they give a generic answer such as â€œwe sell carsâ€•, or â€œwe do your taxesâ€•, and while this is an a description of their business, they havenâ€™t done anything to differentiate themselves from their competitors.

This is why you need a USP â€“ there are probably lots of businesses in the marketplace that have similar products or services as yours, so you have to know what makes yours better. Most businesses havenâ€™t identified their USP, but all businesses have something that others donâ€™t and th just need a bit of help finding it.

Here are a few questions to ask yourself that will help you discover your USP:

If you were a customer, why would you come to your business?

What do your current customers rave about within your business?

What do you do better than your competitors?

What can you offer that your competitors canâ€™t?

Once you have decided on your USP, you need to explain it thoroughly. It is not enough to simply say what makes you unique â€“ you need to define exactly what it is that you do better and then prove it, demonstrate it and display it. For example, if your USP is â€˜we have better serviceâ€™, you need to:

Define it â€“ â€œwe have a team of dedicated customer service officers, 24/7 customer support, and offer extensive value-adding servicesâ€•

Prove it â€“ display testimonials from real life customers on your website that detail your excellent service

Demonstrate it â€“ organise hands-on workshops, information evenings or â€˜how toâ€™ guides to show y customers how much better your service is

Display it â€“ promote your good service in all of your marketing activities so it becomes synonymous with your business

As I have mentioned, the importance of uniqueness also rings true with websites. Having a website that stands out from the crowd is often overlooked because many businesspeople think that just having a website is enough. But in todayâ€™s business world, it isnâ€™t â€“ there are billions of websites there, so you need to do something to make yours unique.

Many of your prospective new customers will find out about your business through your website. This means that your site needs to be unique enough to capture their attention and help make the sale because if itâ€™s not, the customers will simply leave your site and will probably end up buying from a competitor that has a more unique website.

Here are some great tips for making your site unique using IntoResults, the complete Internet

Marketing software package that works together with your Bluehype website:

Case studies â€“ you can put together a collection of examples of how customers have used your products successfully and display them on your website

Testimonials â€“ gather statements from some of your best clients that describe their positive experience of working with you and display them on your website

Photo gallery â€“ an interactive gallery where visitors can view pictures of your products, clients using your products, your staff etc.

Product catalogue â€“ display your products, with detailed descriptions, on your website so visitors can see your entire product range

Blog â€“ publish on online journal of your business news and events on your website, and give visitors the opportunity to give feedback and make comments

Forum â€“ facilitate discussion amongst website visitors on a variety of topics, which will build a community and keep visitors coming back to your site

So my challenge to you is to spend a few minutes thinking about the USP of your company, or the many ways you can make your website unique. These few minutes might just help you generate new leads, attract more customers and create revenue for your business.

For more information on this and other topics, visit www.bluehype.com.au.

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