

What's in it for me? The most important question to address with your marketing!

Effective marketing is not just about showcasing your products or services. It's about answering the age-old question: "What's in it for me?"

This question, often abbreviated as WIIFM, is at the core of every potential customer's mind, and for any LinkedIn user looking to build sales and new business, addressing it should be the cornerstone of your marketing strategy.

Understanding the WIIFM Mentality

The WIIFM mentality is a natural human inclination. Whether your target audience comprises consumers or other businesses, people are always seeking value. They want to know how you can address their needs, solve their problems, or enhance their lives. This is where your marketing efforts should shine.

Crafting Customer-Centric Messaging

To truly resonate with your audience (and new connections on LinkedIn), your marketing messages must be customer-centric. Instead of bombarding prospects with a laundry list of features, focus on the benefits. What tangible improvements will your product or service bring to their lives or businesses? Speak directly to their pain points and demonstrate how you can be the solution they've been searching for.

Storytelling: Make it Personal

People connect with stories. Consider sharing your brand story in a way that highlights not just what you do, but why you do it. Share your journey, the challenges you've overcome, and the successes achieved. This personal touch not only humanises your brand but also helps potential customers relate to your values and mission.

Leveraging LinkedIn for Maximum Impact

LinkedIn has emerged as a powerhouse for professional networking and B2B marketing. As such, establishing a robust LinkedIn presence can significantly enhance your marketing efforts.

Share engaging content, participate in relevant discussions, and showcase your expertise to position yourself as an industry authority.

Optimizing Your LinkedIn Profile

Your LinkedIn profile is your online business card. Ensure it reflects your brand accurately and professionally. Use a high-quality profile picture, craft a compelling headline, and provide a concise yet impactful summary of your business. Include keywords that potential clients might use to find services like yours and remember – WIIFM!

Creating Valuable Content

Content is king, and on LinkedIn, it's no different. Share content that provides value to your audience. This could include industry insights, tips and tricks, success stories, or even behind-the-scenes glimpses into your business.

Engaging content not only showcases your expertise but also keeps your audience coming back for more.

Building Meaningful Connections

LinkedIn is not just about numbers; it's about the quality of your connections. Connect with individuals and businesses aligned with your industry. Engage with their content, comment thoughtfully, and foster meaningful relationships. These connections can lead to collaborations, partnerships, and most importantly, potential clients.

Conclusion

Addressing the "What's in it for me?" question is not just a marketing tactic; it's a business imperative. By adopting a customer-centric approach, leveraging the power of LinkedIn, and crafting compelling content, you can build a brand that resonates with your target audience.

Remember, marketing is not just about selling a product or service; it's about building relationships. Your success lies in understanding your customers (and their challenges), addressing their needs, and consistently delivering value. So, the next time you plan your marketing activity, ask yourself, "What's in it for them?" - because that's what will set you apart and propel your business to new heights.



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