

The "So What?" Strategy: Identify Real Differentiators in a Crowded Market

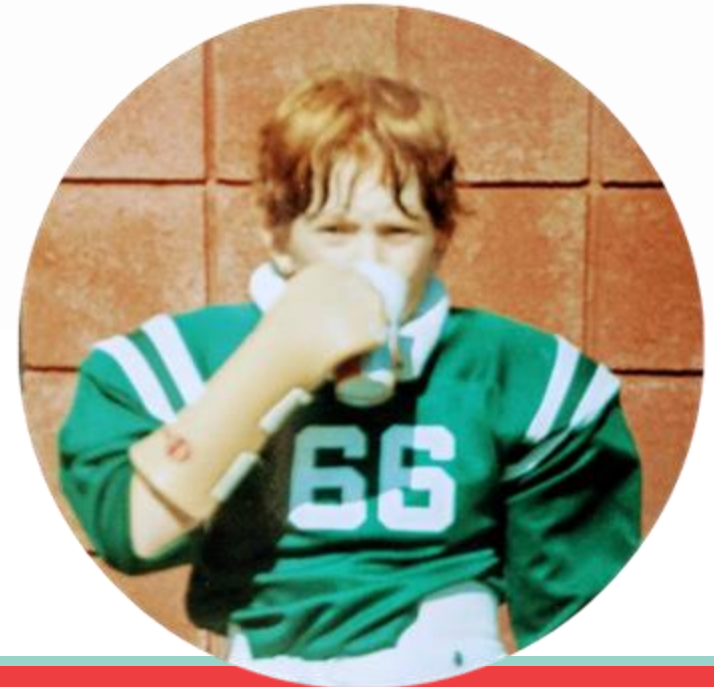


Rebecca's
fiery red hair.

Rebecca's
football number.

R **RED** **66**
M A R K E T I N G

We are passionate
about marketing!



Why We're Here



How to translate features into compelling benefits using the "So What?" factor



Techniques to showcase your capabilities and build trust with potential clients



Strategies for creating powerful content that proves your worth to prospects



Tips for uncovering your company's true "why" that resonates with customers

Differentiators

What makes you
**meaningfully
different**
in ways
**customers care
about?**





**Your brand is what people
say about you when you're
not in the room.**

| JEFF BEZOS

1

W.I.I.F.M.

What's in it for them?

Always talk to and think about the customer's perspective, pains and needs.



What are you using now?



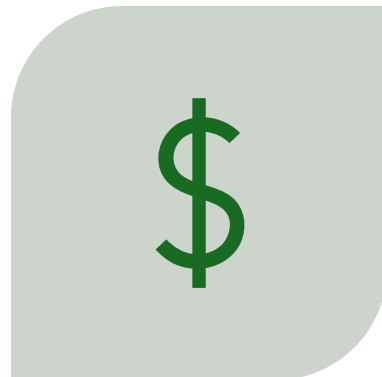
LOCALLY OWNED AND
OPERATED



YEARS IN BUSINESS



QUALITY PRODUCTS
AND SERVICE



UPFRONT INVOICING AND
BILLING



RFID TRACKING FOR
COMPLETE DELIVERIES

What might they hear?

100+ years in Business

Highest Quality Products

Technology for Tracking

Are they set in their ways?

Don't they all have the
"same stuff"?

Who needs that on
uniforms or linens or mats?

Understanding the “So What” Factor



What would make you switch?

We're locally owned
with 100+ years of
experience

Decades of expertise
means faster solutions,
zero red tape

Family owned &
operated, serving
our city since 1925

Service and concerns
are handled in hours,
not weeks

___ Years in Business

**Deep expertise
that prevents
problems**

**Proven systems
refined over
generations**

**Stability and
reliability in
service**

**Invested in
continuous
improvement to
serve you**

Highest Quality Products

- Employees look professional, boosting your brand image
- Longer-lasting items reduce your replacement costs
- Comfort leads to higher employee satisfaction
- Linens set the backdrop for customer events and their own customer satisfaction
- Mats that last, durable and make a good impression

Technology for Tracking

Prevent loss. No one wants to pay for missing linens or garments

We can identify missing items fast and accurately

Ensure complete deliveries

Online portals give you immediate access to your account



H3Diversity

The organization must **broaden its impact** beyond traditional DEI initiatives.

Focusing on a comprehensive approach that integrates

- Mental
- Emotional
- Physical wellness

with leadership and culture enhancement within client organizations will give them more opportunities



H₃BEING

We guide organizations in creating inclusive, resilient workplaces through our holistic 'Head, Heart, Hands, and Body' approach.

We help leaders and teams cultivate self-awareness, empathy, and actionable strategies that promote well-being, innovation, and collaboration.

- Research backed insights
- Ensure leaders develop deeper level of self awareness
- Baseline KPIs and measuring for impact

Prospect Triggers

- Incomplete deliveries
- Delayed or missed deliveries
- New RSRs often, no relationships
- Inconsistent billing or mysterious upcharges
- Poor customer service
- Solving problems takes too long
- Existing provider makes it difficult to get out of their current contract
- Stress about the potential drawbacks of switching to a local provider





Concerns to Overcome With Differentiators

- Having to “sell” their new potential solution to the leadership
- Lots of uncertainty
- Unsure of seeing ROI or differences in service
- Buyer's remorse or anxiety
- Availability and accessibility
- Superior customer service
- Effective delivery services
- Understanding customer dissatisfaction with current providers



Seven Types of Differentiators



Can't Forget The People

Your Reps Are Your Brand

- Helpful, approachable, friendly and professional
- Excellent service beyond expectations. Wouldn't want another company handling ...
- Professional and easy to communicate with, takes great pride in his job and gives his customers the best service
- Customer service is impeccable
- Hard working and a dedicated worker. He gets the job done efficiently and is a very kind young man.

Can't Forget The People

Your Reps Are Your Brand

- Hands down COMPANY does a great service with the uniforms; you will get them on time, easy to communicate and will help you out with anything you need. Try them out you won't regret it.
- Very polite and always making sure everything is good, We love that about him.
- Scholar and a gentleman. He always serves with a professional attitude and service. We appreciate him very much here
- He is a great! X comes to our company with good energy and always asks to help with any problem we have with the uniforms. He is appreciated. Thank you
- Great company! Love how they always keep my uniform checked for any holes or buttons missing etc.... REP is always in a great mood and happy to help with any issues or questions

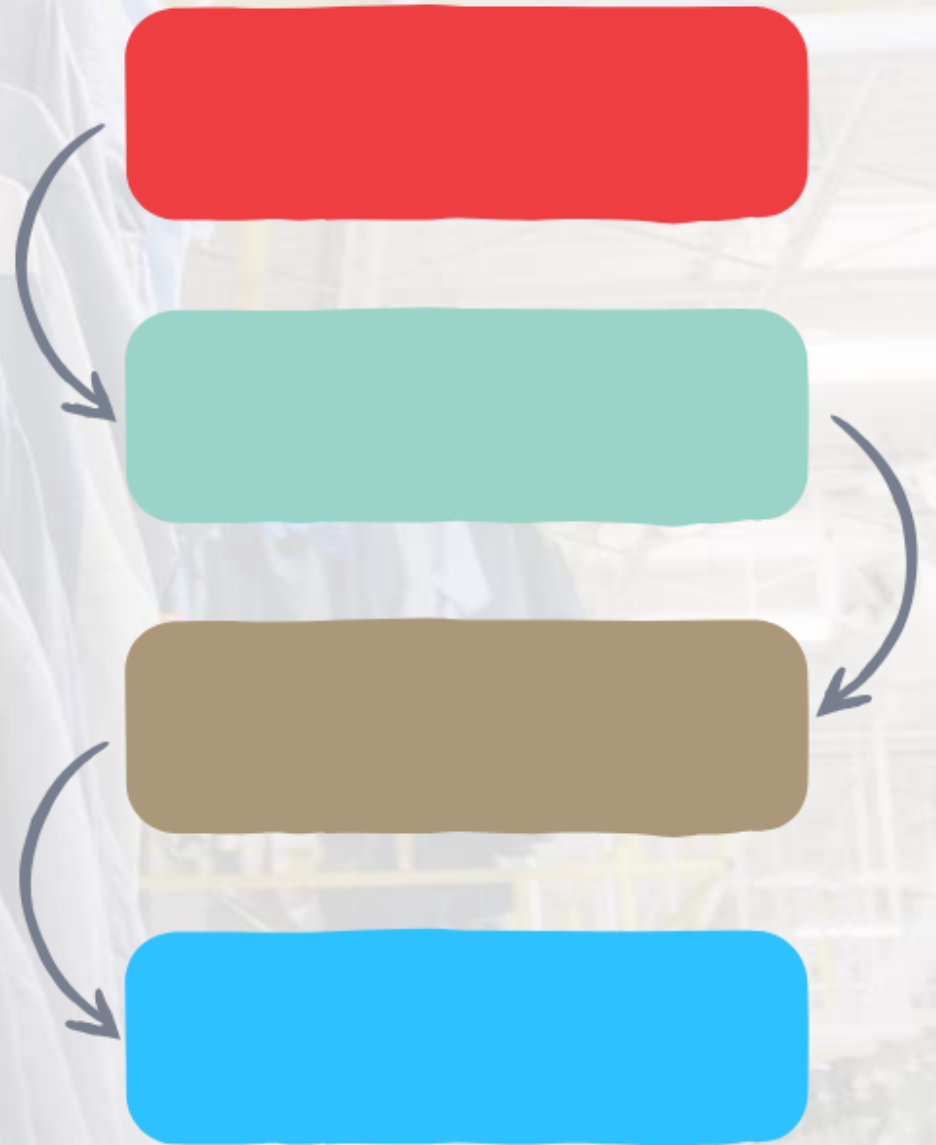
Proof Principles

- ✓ True
- ✓ Relevant
- ✓ Provable



Visual Proof

- Infographics
- Process Diagrams
- Facility Videos
- Capabilities Statements



Social Proof

Testimonials

Reviews

Customer Logos



UCG. User-Generated Content

Exceptional Customer Service & Communication

- **Consistent Praise for Staff:** Many customers specifically name staff members for their outstanding service.
- **Clear and Regular Communication:** Customers value frequent updates during projects, including photos and texts, especially when they're not present on-site.
- **Responsiveness:** Quick responses to inquiries and efficient scheduling are highly appreciated. Some reviews highlight how the team responded immediately to storm damage or urgent repairs.

Professionalism & Reliability

- **Friendly & Professional Crews:** Almost every review praises the crew's politeness, professionalism, and willingness to answer questions.
- **Trustworthiness:** Customers feel confident in the company's honesty, often mentioning how salespeople provided straightforward quotes and didn't pressure them into decisions.
- **Problem Solving:** The team is recognized for adapting to challenges (e.g., storm delays, unique fence requirements) and finding solutions.

Case Studies

- ✓ Introduction
- ✓ The challenge
- ✓ The solution
- ✓ The implementation
- ✓ The outcome
- ✓ Customer quote



Gunderson Uniform & Linen



Roscoe Company



Gallagher Uniform



A Unified Marketing Strategy for Sustainable Growth

The Challenge

A scattered marketing approach that wasn't generating consistent leads.

The Solution

We implemented a fully integrated marketing strategy—including social media, email campaigns, and digital advertising—to create a cohesive brand experience and drive customer engagement.

The Results

↑ 68%
increase in website traffic within six months

↑ 22%
growth in customer inquiries year over year

A Website Redesign That Worked Smarter, Not Harder

The Challenge

An outdated website that wasn't converting visitors into customers.

The Solution

We built a modern, user-friendly website designed to attract and convert high-quality leads.

The Results

↑ 120%
increase in website-generated leads

↑ 35%
boost in overall website engagement

SEO That Put Them Ahead of the Competition

The Challenge

Low visibility in search results meant fewer organic leads and missed opportunities.

The Solution

A strategic SEO plan with optimized content and a strong backlink strategy to improve search rankings.

The Results

↑ 200%
growth in organic traffic

↑ 15%
increase in inbound sales inquiries within 90 days

Data & Statistics

Numbers that Impress

On-time Delivery %

Complete Delivery %

Customer Retention #s

of Garments Handled/Day

of Wearers Impacted/day

Data & Statistics

Customer Satisfaction

NATIONAL CHAINS



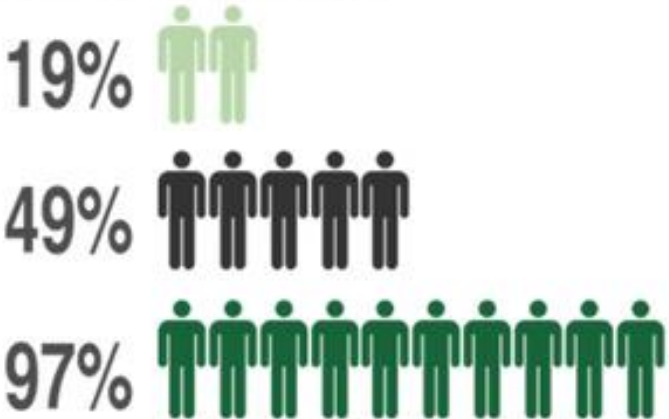
LOCAL INDEPENDENTS



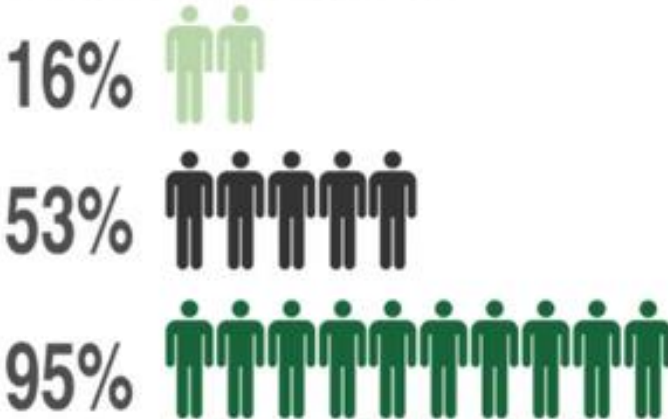
GALLAGHER UNIFORM



BILLING POLICIES



COMPLETE DELIVERY

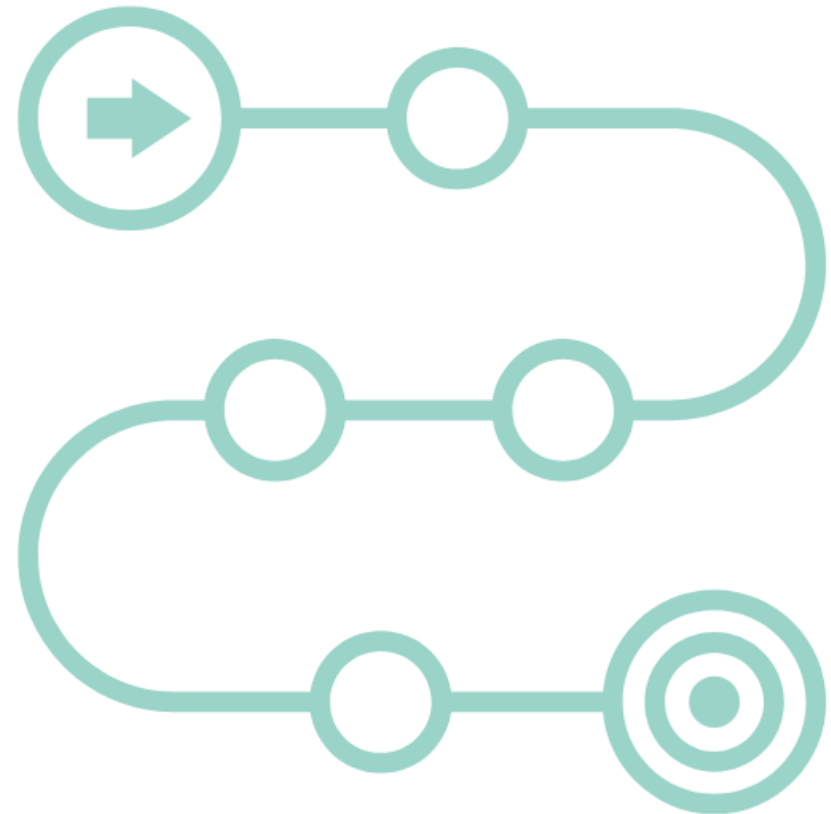


■ NATIONAL CHAINS ■ LOCAL INDEPENDENTS ■ GALLAGHER UNIFORM

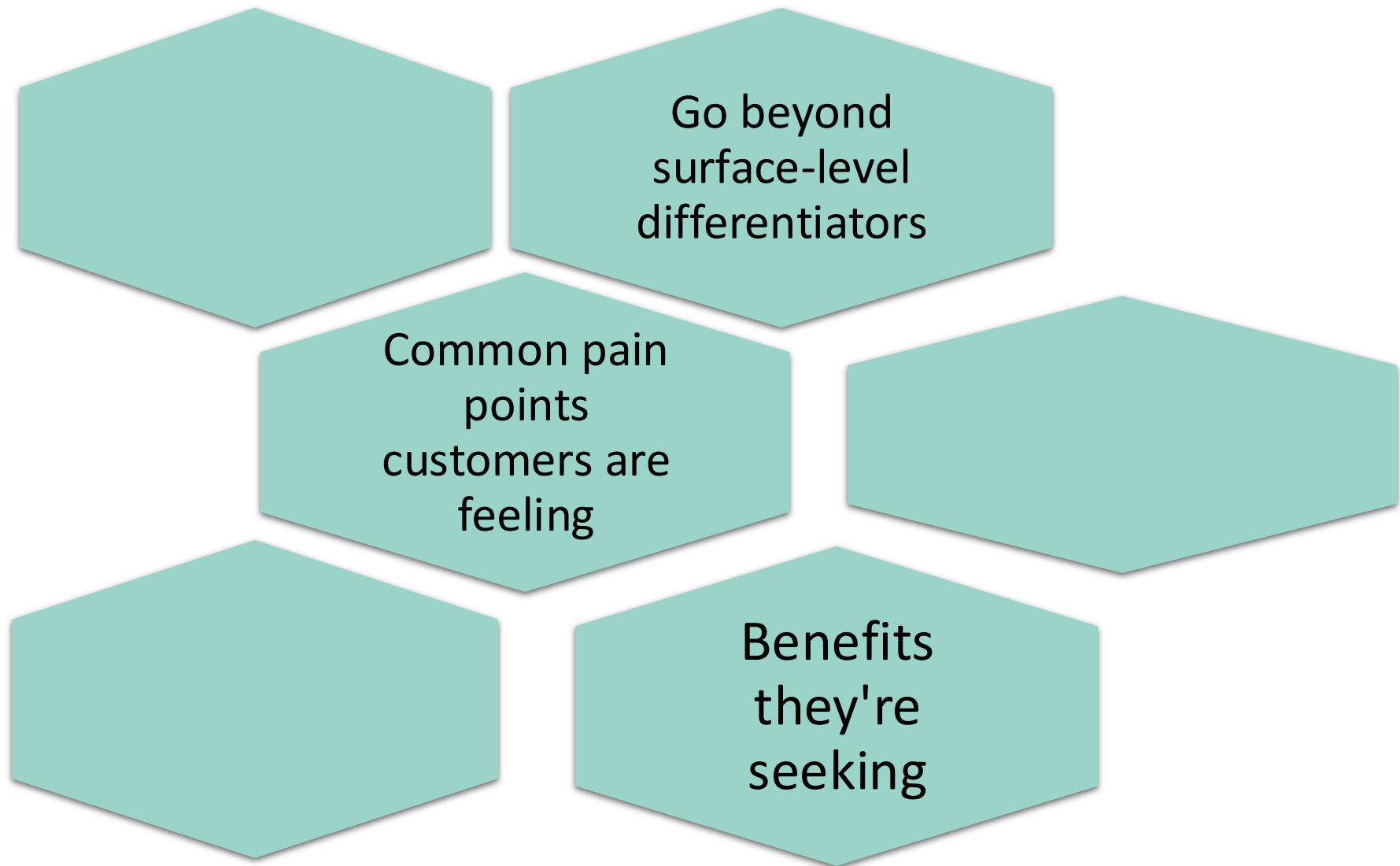
*Based on a recent independent study by Market Measurement, Inc.

Demonstrations

- Show, don't tell
- Sales or onboarding process
- Plant tour, in person or virtual/video



Putting it all together



Putting it all together

Differentiator Type	
Your Advantage	
So What Translation	
Proof Elements	
Measure?	



What This Means For Your Business

1

Dig Deeper

Understand why customers choose and stay with you.

2

Real Reasons

Not family-owned, but reliable service and no surprises.

3

Uncover Your Treasure

Messages that set you apart deserve the spotlight.

Let's Review



How will you translate features into compelling benefits using the "So What?" factor



What techniques will you use to showcase your capabilities and build trust with potential clients



What plans do you have for creating powerful content that proves your worth to prospects

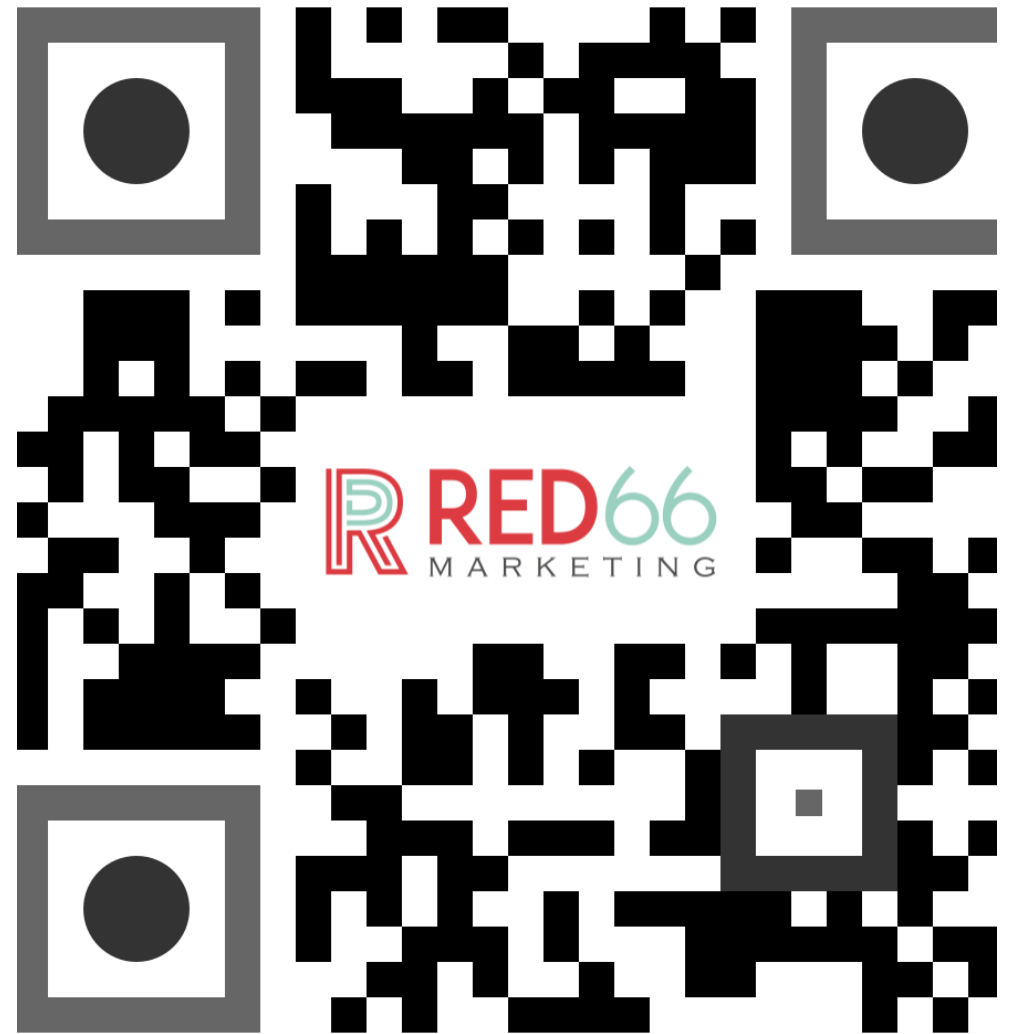


Outline tips or points to share with your team to uncover your company's true "why" that resonates with customers

Next Steps Challenge

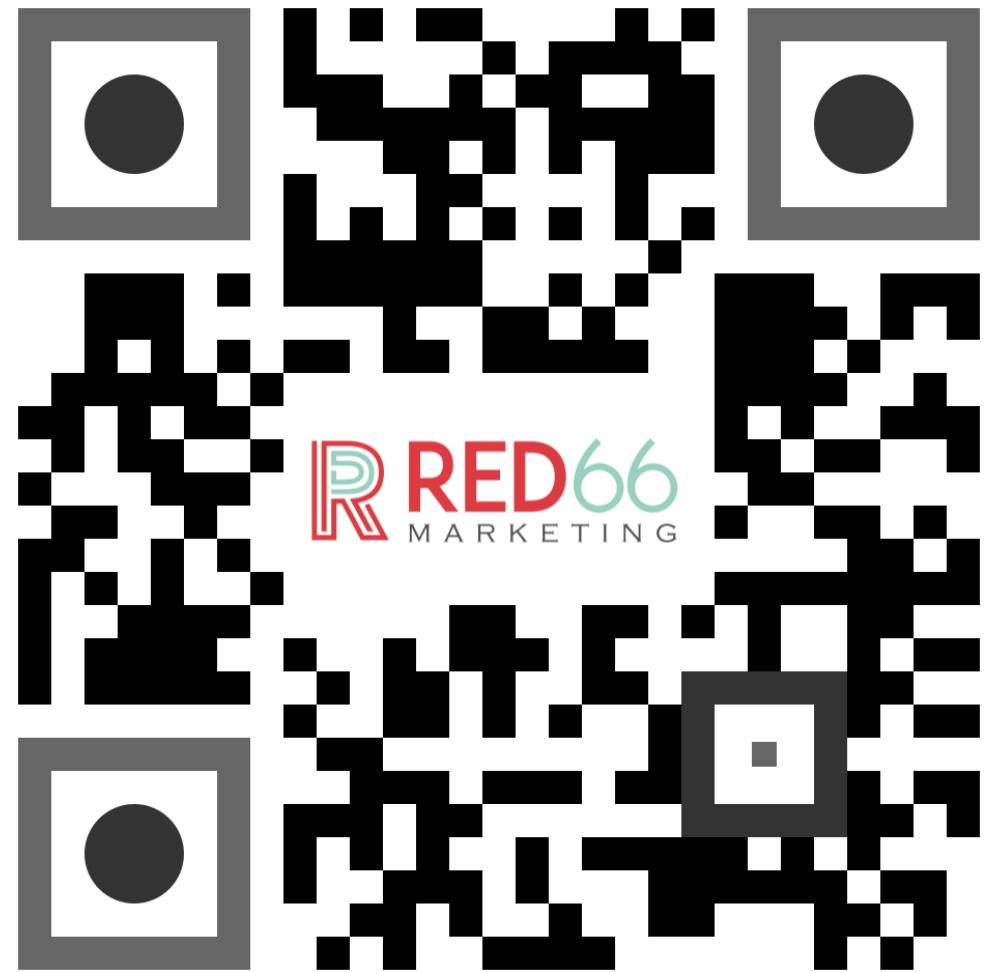
1. What's one thing you want to do immediately?
2. Write it down
3. Share it with someone*

*I will email you in 30 days to measure impact



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Free E-book



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