



Feature or Benefit – And Why You Should Know the Difference!

By Donna McFadden | Marketing Research Strategist
May 2007

One of the key things to know before developing your marketing campaign is the difference between a feature and a benefit. Why is this so important? Simple – a “feature” is what you are selling and a “benefit” is what your customers are really buying. Getting it wrong can jeopardize your marketing efforts and even worse – negatively impact your bottom line! That being said, categorizing the two can be tricky.

The easiest way to start is by identifying the features. A feature is something your product or service *has*. For example, a car may have the feature of side airbags or a coffee machine may boast an automatic shutoff after a period of time has passed. To provide an edge over the competition, a company may offer “same day service” as a feature.

The next step is figuring out how your customers benefit from the features you’ve identified. In other words, if they select your product or service, what’s in it for them? Using the examples given above, the feature of side airbags in a car equates to the benefit of “safety” to the consumer. The feature of an automatic shutoff on the coffee machine translates to peace of mind. The feature of same day service promises the benefits of time-savings and convenience to the consumer.

Determining the difference between features and benefits allows you to create copy and marketing materials from the perspective of your customer – which in turn – maximizes the effectiveness of your marketing campaigns by helping you to connect emotionally with your target audience!

m
a
r
k
e
t
t
i
n
g

Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

For more information on GMS visit www.GetSizzle.com or to discuss a project and services call 972.978.8197.