

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”



Benefits vs. Features

People buy Benefits, not Products

One of the biggest mistakes people make in their marketing materials is that they explain all the features of their products and services; and don't spend enough time focusing on the benefits of those products and services.

People are emotional. They buy because they want to know how your product or service will benefit them first, the features are secondary.

Facts tell, stories sell.

The **features** of the product are the **facts**. The facts tell you more information about the product and describe exactly what the product **is**.

The **benefits** of the product are the **stories**, which sell you on the product, and describe what the product **does**.

Before you can turn your features into benefits you have to understand exactly what your product means to your target audience.

It is important that you include both the features and the benefits of the product because they are both necessary in order for a target prospect to make an informed decision as to whether he or she is going to purchase your product or not.

In marketing: Repeat your key benefits in the beginning, middle, and end of each email, letter or brochure. Tell your readers your **benefits** once, tell them again, and then tell them one more time.

Turning Features into Benefits

Feature:

IMPACT! delivers comprehensive, customized external and internal strategic and tactical public relations campaign development plans with cost-effective implementation.

Benefits:

When you partner with **IMPACT!** you will:

- * Enjoy peace of mind knowing that our years of experience mean that you won't waste valuable time reinventing the wheel and/or fixing costly mistakes.
- * Save money, time, and stress by not having to hire and train a full-time employee to oversee your essential Public Relations and Marketing efforts.
- * Receive instant access to our vast network of media and personal contacts.
- * Experience unmatched cost efficiencies by spending less for the same, or better, results.
- * Generate more credibility than you could ever buy.
- * Establish your company as the expert in your industry and service area.
- * Even small and medium-sized businesses can compete on a level playing field with larger, better financed competitors.

Contact Susan Mertz —
Start Making an **IMPACT!** Today.

Make an **IMPACT!** in 2009

**Make an IMPACT! with
"Customized Communications"**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
"Messages that Matter"**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.