

## Features and Benefits Marketing Supplemental

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The reason to spend time identifying your features and benefits is to help understand your differentiation. All products have features and benefits and the more you understand your chorus, or chorus events the better you can articulate what sets you apart from your competition. This is useful in identifying copy points for advertising. It can also assist in building a chorus vocabulary, so all members identify the same differentiation.

### Features and benefits:

1. A feature is what something has
2. A benefit is what something does for the customer.

This is an equation: feature = benefit or benefit = feature.

When you look at your chapter chorus can you identify its features and the accompanying benefits? For an example let's start with an event:

Singing Valentines	
Feature:	Benefit:
A unique, one-of-a-kind gift	She/He will Remember forever.
Two songs, a rose, and a card delivered by four tuxedoed vocalists	An inexpensive way to create a lasting memory.
Singing Valentines come to you	So, you don't have to spend time searching in a retail store
Each Valentine comes with a single rose, but additional roses are available	Additional roses are only \$2.00 each
We offer a two-hour window and on-time deliveries	Allowing you the flexibility, to be on hand to see the surprise
We deliver to homes, offices, shopping centers, retirement homes, anywhere in the metro area	You have the flexibility to surprise your special someone anywhere....

Your features and benefits: Developed by a small group brainstorming ideas or an individual, it helps your chapter to determine the best **features** and **benefits** to use in your advertising. What sets you apart? What makes your program unique? This same information helps you differentiate your Chorus, your events, your annual show, and your Christmas show to mention a few. Each component of your chapter has a distinct set of **features** and **benefits**. Having your members participate will have them more vested in the project... and will help them understand how unique each event is. It will get them using the **same vocabulary** when they talk about your upcoming events.

From the information you've gathered you can begin to formulate a 60-word (30second) message by selecting the most important feature and benefits. For singing Valentines it might be:

**“City Facebook singers have a unique, one- of- a- kind gift idea just in time for Valentines. A gift your sweetheart will remember forever. Imagine, four tuxedoed vocalists delivering two songs, a rose, and a card, delivered anywhere in the tri-county area. Customize your gift with extra roses and you've created a lasting memory. Deliveries for as little as \$45.00”.**

Here's a template to discover your Features and Benefits for new and current members:

Chapter Membership	
Feature:	Benefit:

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