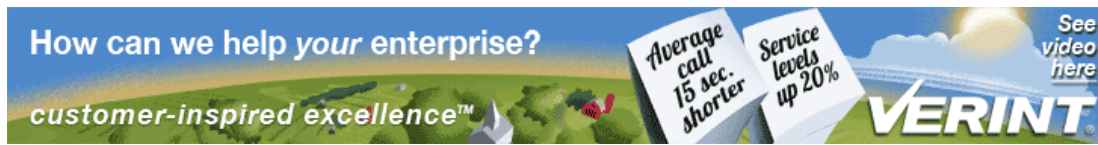




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# How To Market A Product With Too Many Benefits

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For the past seven years, Dr. Raymond Hall has called PILLO1 the solution for patients with neck pain and stiffness.

As I've been working with two great entrepreneurs, my wife Andrea Hall. The Halls run a company that find a very unique pillow that Dr. Hall can use to find a solution for neck pain and stiffness.

In marketing PILLO1 is too good. Let me know.

The Halls have an interesting problem — their product is too good.

0

PILLO1 is no ordinary pillow. To begin, PILLO1 does what a pillow originally designed to do: It relieves neck pain. But, it also has several other benefits. Through independent sleep lab testing, they've found that PILLO1 allows users to fall asleep 19% faster. And it increases restorative REM sleep by a very significant 21.3%. And it reduces premature wrinkles. And it sleeps cool. And it also improves your circulation. And, last but certainly not least, it reduces snoring.



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Do you see the problem here? If you promote all of these benefits to customers, they may find it incredulous. I mean, could one pillow really relieve neck pain, allow you to fall asleep faster, and reduce snoring? While this product can, for some, such claims seem too good to be true. This could delay them from making a buying decision.

So, what should PILLO1 and other companies do in this situation? Here's the answer:

#### 1. Test Your Messaging

To figure out the right messaging, the messaging

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it could promote another benefit, which I have not yet mentioned, which is that unlike memory foam pillows which are made from oil-based polyurethane, PILLO1 is eco-friendly and made in America.

## 3. Avoid Confusion with Grids and Questionnaires

The challenge PILLO1 faces, as do other products with multiple benefits, is customer confusion. Be careful not to overwhelm potential customers with too many benefits and data.

To accomplish this, particularly when you have multiple models or versions, there are two core options to consider. The first is developing a grid showing the multiple features and benefits and which model pertains to each. This lets the consumer quickly determine which model best suits their needs. The second is to offer a questionnaire that asks the prospective customer a series of questions, and then shows them their best product options based on their answers.

It's fantastic when your product has many great features and benefits. But sometimes, the benefits can be overwhelming. Follow the three tips described above to maximize your success.

Now all this writing is making me tired. Fortunately I have [PILLO1](#) at home and know I'll get a good night's sleep tonight : )

that gets more customers to buy, you need to test. For instance, PILLO1 can test what percentage of customers buy when it promotes all the benefits or just some of them. Likewise, it can test which benefit to emphasize most.

With testing (in ad copy, website pages, etc.), you can let your prospective customers tell you which message resonates most.

## 2. Differentiate Your Marketing

When your product has multiple benefits, you can market each benefit to different [customer segments](#).

At the simplest level, PILLO1 can have ads and web pages specifically for people who query "neck pain" on search engines. Such ads and pages would clearly focus on how the pillow relieves neck pain. Alternatively, ads and web pages for queries such as "stop snoring" would relate to that distinct product benefit.

Likewise, the company can market itself differently to different audiences. For instance, in an advertisement or interview with a beauty magazine, PILLO1 might focus on how the product helps [reduce wrinkles](#). Or to an environmental magazine,

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I am a serial entrepreneur having founded companies in multiple areas -- from consumer products, to services, to internet websites and technologies. Since 1999, I have run Growthink, a consulting and information products firm that

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