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THE REVENUE ACCELERATOR

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### *From the Editor*



Eric Wiedenmann

**W**elcome to the 33rd issue of The Revenue Accelerator™. [Market Development Group](#) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Kevin Dean** - President, [WSI Net Advantage](#).

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### *Differentiate or Die*

By: Eric Wiedenmann

In order to survive and thrive, companies need to stand apart from their competition. There are generally three ways to differentiate your company from other companies:

<u>Differentiation Strategy</u>	<u>Example(s)</u>	
1) Quality / Innovation	Apple BMW	Design, Robust Software Ultimate Driving Machine
2) Price	WalMart	Lowest Retail Prices
3) Service / Experience	USAA Progressive	Unique, World-Class Service Faster Claim Service

Your differentiator must be difficult to replicate in order to maintain your competitive advantage. USAA developed patented app that allows military members to deposit checks from their cell phones from virtually anywhere in the world. USAA's world-class customer service is the major reason why USAA achieves a 98% customer retention rate and 92% of their customers said they would stay with USAA for life.

It is very difficult to beat current market leaders in their established areas of differentiation, so you must select a different strategy. For example, when Progressive Insurance decided to compete against bigger players such as State Farm and All State, it launched its immediate response vehicles, which was a unique service where claims adjusters could quickly travel to the accident site and provide fast and accurate claims assistance.

Sears/Kenmore has established a national network of appliance repair technicians. Through years of building relationships with service dealers who can repair appliances, the Sears network has resulted in a strong competitive position for Kenmore appliances.

## *Social Media Companies to Watch For In 2015*

By: Kevin Dean



2014 was a big year for social media and it has people wondering what's in store for this year. We can expect to see more social apps coming out; Apple added about 300,000 new apps to the App Store last year alone. The goal of business apps will be to keep people more connected to the brands they love so that they don't miss out on exciting new products and developments. This is what apps are all about, after all. Keeping people connected to their networks.

Let's take a look at some social media companies to watch for in 2015. It will be important for you to know which social channels people are using and possibly even expecting you to be on.

**Thumb:** Thumb has earned high praises for its fun, simple interface and addictive nature. Users with the app can gather hundreds to thousands of opinions from other users on everything from what shirt to wear to what electronic gadget to purchase. The app is available through Google Play or the Apple App Store, and it offers huge potential for brands.

**Medium:** Medium started off as an invite-only publishing platform that was created by the co-creator of Twitter, Evan Williams. But it has since branched off to be a public platform that lets users create more meaningful content beyond the 140-character Twitter limit. Medium is linked to

Twitter.

**Chirp:** Chirp is a cool, fresh way to share photos, links and other information – using sound. It’s probably best for location-based marketing. Say you own a restaurant that makes some of the best burgers around. When people are nearby your location, you could “chirp” them a photo of a delicious burger.

**Pheed:** The attraction to Pheed is that users are able to share text updates, photos, videos and live broadcasts through the app, which is available on iOS and Android. It’s attracting users from Instagram and Vine, and businesses can monetize their Pheeds by charging subscription fees, which could work out well if you high-value content.

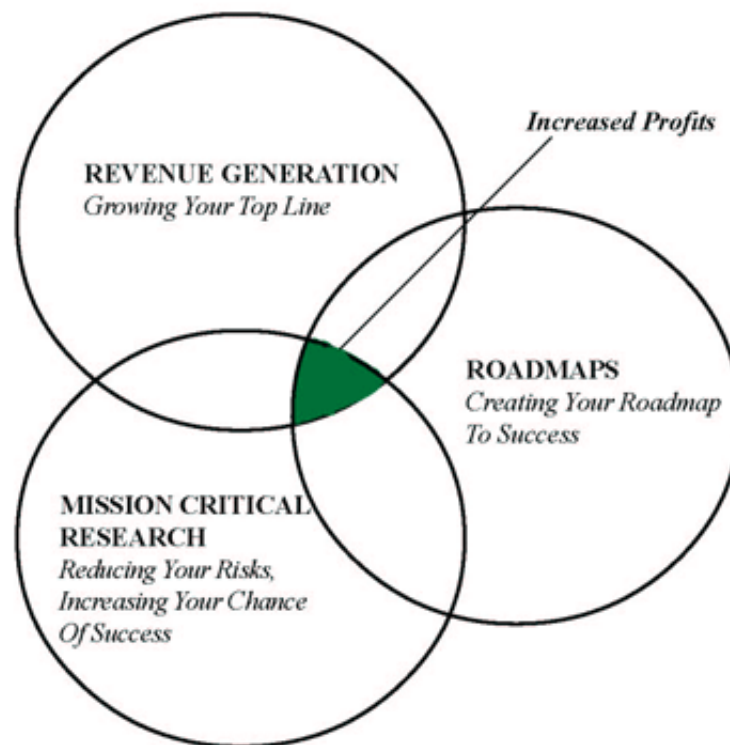
**Learn.ist:** This channel is similar to Pinterest except it includes all type of information such as images, videos and webinars. Learn.ist is a great place for small businesses that want to gain followers and increase through leadership by creating boards of relevant content.

Not all of these platforms will be a good fit for your business, but as you look to expand your social media marketing strategy, these are good places to start.

**About Kevin:**

Kevin A. Dean is a Certified Internet Marketing Consultant and is President of [WSI Net Advantage](http://www.wsinetadvantage.com) in Fremont CA, which he opened in 2003. You can reach Kevin at 510-687-9737 or email [kdean@wsinetadvantage.com](mailto:kdean@wsinetadvantage.com).

## This Is How **MDG** Helps Clients Increase Sales Efficiently and Cost Effectively





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- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development



### Research:

- Helping Companies Make the Right Mission Critical Decisions
- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



### Roadmaps:

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

Contact **Eric Wiedenmann** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

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