

On a Mission to Mow Down Marketing Mediocrity. By Mavrick

Defining the EDGE



<p>EDGE</p> <p>Edge is Why</p> <p>Edge is Vision</p> <p>Edge Looks Inward</p> <p>Edge Defines Differentiation</p> <p>Edge is Relevance</p> <p>Edge Wins</p>	<p>MARKETING</p> <p>Marketing is How</p> <p>Marketing is a Story</p> <p>Marketing Looks Outward</p> <p>Marketing Amplifies Differentiation</p> <p>Marketing Creates Response</p> <p>Marketing Competes</p>
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In a time of omnichannel hyper-competition, slowing consumption and the temptation to jump on the “sustainable” bandwagon it seems safe to rely on marketing that’s in lock step with the competition. This is a bad idea.

Fortunately, there is a way to create interest in your products. A way to connect with consumers based on what your product does and why your product provides value, solutions or benefits. It’s called your EDGE.

The EDGE is the articulation of a distinct advantage your product or service has over the competition. Your EDGE must be viewed as desirable by your customers. In other words, the EDGE is defined by what you do well, why you do that and who would benefit from your hard work. Leveraging your EDGE is imperative if you want to stand out from your competitors while attracting consumers simultaneously.

To clarify, what I’ve just described is a

high-level introduction intended to raise awareness – not a formula or plan to apply to your brand.

The goal of finding your EDGE is to discover competitive and lucrative ways to monetize your products’ assets. While it’s natural to believe that’s what your marketing is for... don’t be fooled. The EDGE drives marketing.

Think of it this way: If your marketing messaging is not driven by your EDGE, you are probably wasting money and, perhaps more critically, the consumers attention.

This chart highlights the connection between your EDGE and marketing and illustrates how your EDGE is the definitive foundation for all marketing strategies.

It’s important to understand what your EDGE is not; Price is not an EDGE.

As a young product merchant, I presented to management a very successful product with a retail price of \$69.50. The

new head of merchandising challenged my pricing strategy by making the point that a ferocious competitor had a similar product priced at \$69.00. Fortunately, the company founder stepped in saying, “What happens when they lower their retail price to \$65.00?” He went further to say that competing on price is a race to the bottom. With that, the conversation turned back to true EDGE attributes, such as component fabrics, construction, etc.

Perhaps it’s time to discover your products’ EDGE before more marketing dollars are spent. ■

Next up: How to Find Your EDGE



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