

Gerardo Perez:

It's time to show off your product. One of the biggest mistakes I commonly see is people highlighting features instead of actual benefits. One of my favourite examples to actually highlight the difference between features and actual benefits is when Steve Jobs actually introduced the iPod. He could have easily said how many megabytes or gigabytes the iPod actually contained, but instead his messaging was, 1,000 songs in your pocket. Being able to communicate benefits instead of features really helps your customer understand why it is that they need your product.

Another great example of this could be skincare products. Let's say, for example, you're selling a acne prevention product. You could either list all of these ingredients, or you can simply communicate that if your customers use your products on a daily basis, they'll have amazing clear skin.

This part of the process sometimes can be a little bit tedious simply because you become a little bit jaded in regards to your business, that you forget what your actual benefits are to the consumer. The fact is they don't always understand what the features mean. So we have to find ways to communicate that in terms of benefits so that it is, in a sense, more dumbed down and easily consumable.

The second part of that is, how do you actually showcase these specific benefits into a video? More specifically, a TikTok. In advertising, there's a term known as mirroring. Mirroring is essentially when you showcase something in efforts to get the user to actually replicate. So going back to the skincare example, if you're actually applying some sort of product onto your face, having a visual where you're going through that nightly cadence of applying these different products is definitely beneficial.

The goal here is to find different actions that you would want your audience to actually mirror and recreate in their own life. This can also be incredibly advantageous for you because you're highlighting the ease of use of your product. Think about it this way. If someone can see what your product does for them in under 30 seconds as a TikTok, then chances are they'll be more inclined to actually use it themselves. Remember, the most important thing is to show, not so much just tell. If I was sitting here telling you, ranting about a specific product and just how much I love it, chances are you won't really care. Instead, you'd much rather be shown how this product can be implemented and the benefits in my daily life.

So again guys, show, don't tell. Benefits, not features.