

"Brands Need to Offer a USP to Attract New Customers," Says LMS Thinking's MD Tim Kennedy

Written by Australian Business

SYDNEY, AUSTRALIA, September 26, 2013 /24-7PressRelease/ -- The outsourced marketing firm reports that building their marketing campaigns around a client's USP has contributed to high customer acquisition rates since

[LMS Thinking's arrival in Sydney](#)

this March.

LMS Thinking provides outsourced sales and marketing services for companies looking to increase their customer base and brand awareness. The company specialises in face to face customer interactions through business to business, business to consumer, in-store promotions and events marketing. "We are regularly approached by businesses who wish to improve their market position and generate more leads. I cannot stress enough how important it is to have a unique selling point in order to stand out from the crowd," states Tim Kennedy, managing director of LMS Thinking.

About LMS Thinking: <http://www.lmsthinking.com>

A unique selling proposition (USP) is what separates a brand from competing products or services. LMS Thinking reports that brands with a clearly defined USP have seen much greater success rates on their campaigns. 'The Ultimate Guide to Google Adwords' states that a USP needs to answer two questions: why the consumer should buy from your brand, and what your brand offers that is different from the competition. LMS Thinking reports that brands that attempt to appeal to all customers lose out due to a lack of brand identity. "Focusing on the one or two strongest aspects of your brand is far more effective," advises [Tim Kennedy](#), managing director of LMS Thinking. "Consumers are far more likely to remember your brand because of a clearly defined selling point, and it will allow you to find your target market. At LMS Thinking, we can identify the USP for clients as part of the marketing strategy; however we have found that brands that come to us with a strong USP already in place see a much faster growth in their customer base."

Managing Director Tim Kennedy considers that the company's focus on results is LMS Thinking's own unique selling proposition. "Our commitment is to provide quantifiable, consistent results week after week," explains Tim Kennedy, managing director of LMS Thinking. "LMS Thinking stands out from all the other marketing firms in Sydney simply because we only charge our clients when we have delivered them a new customer. This provides an unbeatable ROI for the client, and the fact that we are able to operate in this way proves that we have a successful business model. By doing this we are proving to the clients that we will do whatever it takes to deliver results, which gives the clients a great level of confidence and security."

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LMS Thinking is the fastest growing provider of outsourced, results-based direct marketing and sales services in the New South Wales region.

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