

Hidden benefits are not beneficial

It seems fairly straightforward: if you offer something, especially if it's of benefit to your customers/members/audience, you should make it known. And yet, I would bet good money that you aren't reaping the benefits from various companies and associations simply because you don't even know what they are.

Case in point: I called my car insurance company today about renewing my policy. The very efficient and pleasant (almost shockingly so) customer service agent helped me out and informed me that with my policy came various discounts at car rental agencies, oil change shops, and even restaurants.

If you don't know about it, it's as if it doesn't exist.

Say what? I had absolutely no idea. None. Zip. Mind you, I have been a customer of this company for ages. And in that time, not once has anybody pointed out that I could be saving 20% on my car rentals or getting \$25 oil changes.

Turns out that this insurance company is doing a very poor job of showcasing these great perks. Which leads me to wonder why it bothers negotiating these deals with vendors if it isn't sharing them with customers.

Hidden benefits or perks don't benefit anybody.

Your customers/members/associates should understand why they do business with you, in other words, what is in it for them. If they don't know what benefits are derived from their association with you, there's no reason for them to stay.

Do you know what benefits you offer?

Right now, answer this question: what are the top five reasons

that made your customers/members do business/become affiliated with you? These are your primary benefits, and should be absolutely, 100% obvious.

Are there any secondary benefits? Are you offering special discounts or deals like my car insurance company? Are your customers entitled to anything special such as annual policy reviews, information sessions, special access to museums or cultural events, etc.?

Benefits don't communicate themselves!

In order to maintain your customer/membership base, you must communicate all of the benefits you offer.

Don't just assume your audience knows. Audit your marketing materials (website, social media sites, printed materials, enewsletters, etc.) to see if you are letting your customers/members know what's in it for them when they do business with you. Survey your people to see what they know about your offerings, about why they do business with you.