

## How to Get Attention with Your Advertising

Do you know the purpose of your advertising?

No matter the platform, whether it's **Meta Ads** or **Google Ads**, the purpose of advertising remains the same.

It's all about gathering data by reaching out and grabbing the attention of your targeted audience, making them interested in what you have to offer.

But before your advertising can do its job and get you results, you need to know how to steal the attention of your audience.

In this article, I'll show you how to capture your audience's attention so you can gather more data, achieve better results and make more sales with your advertising.

It's quite easy. Let's dig in.

The **problem with attention** these days is that your customer is BOMBARDED with marketing messages all day long.

While driving to their destination, they see billboards on the street or on buses with different messages from big brands.

Flyers are handed to them when they arrive at the supermarket to buy their groceries.

When they open their phone and scroll through social media, looking randomly at cat pictures and exotic places that influencers visit.. POOF!

There's now an infinite stream of marketing messages and each one competes for their attention.

The worst part is that many businesses out there use pretty much the same generic messages that have been used for hundreds of years.

This is because, when you start a business, you don't know a lot about marketing. Why should you? You're there to sell ice cream or whatever product or service you sell, not to work with custom audiences and A/B split test headlines.

When you start selling ice cream, you know how to keep the ice cream from melting, which flavors people like and how to sell it.

You're happy to stay in the shade of an umbrella at +30 Celsius and save people from the heat with a strawberry flavored ice cream, not do Meta Ads, SEO, Google Ads and plan marketing strategies.

But you know that **advertising is important** to get constant clients, so what do you do in this case?

For starters, you might take a look at your competition across the street and try to do the same as them with just some minor improvements, although in many cases, these aren't really improvements.

This is how you end up with messages like:

"Buy our stuff, we are the best!"

"Call us and we will tell you the price of your house, for free!" (Not really a message that an ice cream vendor might use)

This lack of innovation leads to ineffective marketing.

But it also creates opportunities. If your competition is like that, guess what?

They can be easily outperformed by someone who knows how to stand out and that someone can get their hands into that market to get a nice payday.

Here's how you can do it:

1. **Your marketing needs to stand out** and cut through the noise.
2. **Be different from everyone else.** Address the problem you're trying to solve for your customer in your message.
3. **Keep it simple.** Whatever you do, don't complicate matters. Otherwise, you might confuse your audience and lose them.

Use these principles to make your message stand out. I guarantee you'll be ahead of your competitors and soon enough some of their clients will be yours.

**P.S.** If you'd like to have more free time to focus on your business, we can help with your marketing.

Click on this **[LINK]** and complete the form. We'll contact you afterward to talk about your marketing strategies.

If we're a good match, we will tell you and you can decide how to move forward. No high pressure sales tactics, we both have better things to do.