

SnapReach



Introduction

SnapReach has been designed to help businesses elevate themselves in their chosen market segment. No matter how many other businesses they are in competition with, using SnapReach, they can become better.

What is SnapReach?

It is a marketing mechanism designed to tap into the emotional state of consumers and make them want to act. People buy goods and services to try to solve a problem that they have.

Let's imagine a scenario, you have to get to your office job. Your basic, cheap options are to take public transportation or cycle. Public transport creates the problem that it is too crowded, whereas cycling is very weather dependent. Your solution to these 'problems'? Buy a car. This will make travelling a lot easier, and you will be in control.

Now, you might be wondering why I just told you about this. I will get to it in a second.

Cars are usually marketed as something that gets you from A to B, and that's the end of the story. It wouldn't exactly motivate you to buy one, would it?

So, how can you better market it?

If you tell people that not having a car will cause them X, Y, and Z problems, you are increasing your chances that they will buy a car.

This is still not good enough, though, is it? You're telling consumers to buy A car, not that they should buy YOUR car.

So how do you do that?

You explain why your car is the best car there is. "It has the best, most comfortable seats on the market. We've used the world's best massage therapists to develop a new seat that will give you the best massage you've ever had, while you are driving".

Now, you'd want to buy that car. You've been told why you need a car and why you should buy that specific car on the market.

Now, you might be wondering why I just told you pretty much everything about my own marketing mechanism. Well, this isn't everything that's involved in SnapReach.

You'd have to know how to exactly format ads to ensure that people actually read them, what words to use, how to follow up with customers, and how to maximise customer engagement with your brand.

It's not as simple as it sounds.

If you're brave, you are more than welcome to try and figure out all the steps on your own.

But if you'd rather be safe, then you should reply to this email so that I can help you become the best business in your market.

I got ChatGPT to rewrite it, but with more jokes. Which version should I use in my final version?

It's a marketing mechanism designed to tap into the emotional state of consumers and make them want to act. People buy goods and services to solve problems they have, like trying to avoid public transportation during rush hour or dodging unpredictable weather while cycling to work.

Now, imagine this: You're heading to your office job, and your options are either cramming yourself into a packed bus or risking a rain-soaked bike ride. What's the solution to these pesky "problems"? Buy a car! It'll make your commute a breeze, and you'll be the captain of your own traffic destiny.

Hold on, you might be wondering why I just gave you this spiel. Fear not, the plot thickens!

Cars are usually marketed as simple A-to-B transportation devices, which isn't exactly motivating, is it? So, how can we make car marketing more exciting?

Well, instead of just telling people that not having a car will cause them X, Y, and Z problems, let's ramp up the persuasion game. Picture this: "Without a car, you'll be late to work, miss important meetings, and end up adopting a colony of dust bunnies as your new coworkers. Get a car and reclaim your punctuality and sanity!"

But hey, we're not done yet! We want them to buy YOUR car, not just any old hunk of metal on wheels.

So, how do you do that?

You start by explaining why your car is the *crème de la crème* of automobiles. "It boasts the world's comfiest seats, scientifically designed by the finest massage therapists. Imagine driving while getting the best massage of your life. It's a road trip and a spa day in one!"

Now, wouldn't you want to buy that car? You've been convinced of the necessity of owning a car and, more importantly, why you should choose this extraordinary car on the market.

But wait, there's more! What I just shared with you is only the tip of the iceberg when it comes to SnapReach.

There's a whole world of formatting ads, choosing the right words, following up with customers, and maximising customer engagement with your brand. It's not as simple as it sounds.

If you're feeling adventurous, you can try to figure out all these steps on your own. Good luck, Indiana Jones of marketing!

However, if you'd rather play it safe and avoid the booby traps, just reply to this email, and I'll be your trusty marketing sidekick, helping you become the superhero of your market. Together, we'll conquer the world of business with wit and charm!

