

Improve Your Marketing Skills By Avoiding This Mistake

Good marketing is a great way to capture attention, attract more clients, and separate yourself from the competition.

It's like that one beautiful girl in highschool that everyone had a crush on, and always stood out from the crowd.

There's just one problem.

Most of the marketing out there sucks. And for many reasons.

But there's one problem that I see a lot of businesses make. And it's that they try to make their ads appealing to everyone.

That is simply the wrong way to go about it.

Because like the famous saying goes "If you try and sell to everybody, you sell to nobody."

So let's fix this problem once and for all.

Know Your Target Audience

The first step to improving your marketing and stand out from the crowd is to

First ask yourself these questions.

Who is my target audience? And how can I help them?

Because for example let's say there's a guy across the street in a wheelchair, and you go up to him and try to sell him a program that helps people get bigger legs.

I can tell you right now that's not going to go well.

Or you even try to sell glasses to a blind person.

Not a good idea.

Let's sell to someone who can actually benefit from it.

Sell The Need

The next step to improving marketing is to see who the ad resonates with so you can get the most out of them.

For example, let's say you run an ad about blowtorches and you make the background pink and all girly because you try to make the ad pleasing to both guys and girls.

Like sure there's probably some girl out there who wants to buy a blowtorch but it's mostly guys who buy blowtorches.

Good marketers see who's most likely to buy and make the ad resonate with their needs.

You don't sell to that one person, you sell to the main demographic who's most likely to buy the product or service.

Cater To Your Audience

At the end of the day figure out who your target audience is, see what things might interest them.

Whether it's the words you use, the way you say those words, the tone of your voice, or even just the way you look that interest them.

Whatever it may be, focus on things that can help them, and give them a solution.

Don't worry about trying to please everyone, especially the ones that aren't going to pay you.

Talk soon,

Jose

P.S. Want me to check your business, and see if you're targeting your audience properly, or just see if you're making these same mistakes in your marketing?

Stay in touch with us today. If you think we would be a good fit I will personally look at your business and your marketing, come up with a strategy of what I would change and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together, I'll show you exactly how that works, but if not then that's perfectly fine too. No hard selling, no annoying sales tactics, no pressure.

Sounds good? Then fill out this form:

<https://www.jmmarketing.services/contact>