

Article 10/08/2024

Inspiration: Prof. Arno's article number 7.

Problem: What do the big brands do to get awareness and how is it done.

Agitate: Explaining the term of CTA and how it affects a prospect.

Solution: How to upgrade an advertising of a local business by using CTA's.

Close: If you'd like to find out how we can implement CTA's to your business, contact us.

FIRST DRAFT:

Headline:

**How to make people instantly think of you
when asked about the industry.**

Every single one of us has that one brand that we instantly think about when asked about a certain product.

Cola flavoured soda? Coca-Cola,
Fragrance? Dior,
Search engine? Google.

And on and on and on. Basically every industry you think about you have that one specific brand in mind.

Ideally potential customers in your area think of you when they think about your service or the problem you solve. Let me show you how to make that happen:

Introducing CTAs to get the highest awareness possible

You probably thought that these brands are on the top of your mind just because they dumped huuundreds of millions to be seen everywhere.

And...

It's not true.

In fact, some of the competitors of the big brands I listed above have a higher budget spent on marketing compared to them.

There is something far more powerful behind it. It's an **CTA**.

CTA stands for Call-To-Action. It's basically giving the customer a reason to get back to you.

To stay in his mind.

Think about it.

Coca Cola? “ Drink our soda and feel incredible.”

Dior? “ Use our fragrance and get the attention of the whole room.”

Google? “ Use our most convenient search engine and get the thing you are looking for in a matter of seconds.”

“But how is this useful to me and my local business?”

Simply. Let’s say you run a service business. Could be landscaping, lawn-mowing, cleaning. Basically everything.

How would you get people to know that you even exist?

Maybe you’d start by telling your friends and family about it? Put up a sign or rent a billboard? Or run ads?

All of these steps are a good way to start, but with a CTA your growth **multiplies**.

Something like: “Contact us and we’ll tell you exactly how to do X”/”Do this to get your free guide on Y”/”Put up your email here and we’ll show you the best way to do Z”.

Something that gives them an immediate reason to respond. A reason for them to raise their hand and say: “Yes, please show me how to do it!”.

How to instantly upgrade the marketing of your local business.

Don’t think that CTA is all that you need to attract customers. Build a strong foundation and let CTA do the vast majority of the results.

By implementing the CTA you get the attention of people that are ready to buy **NOW** as well as the people that are still thinking about it. But when they make a decision to buy, they will buy from **YOU**, because you gave them a reason to do so.

Curious on how you should do it the right way?

Get in touch with us today. If we’re a good fit I’ll personally look into your company and its marketing and come up with a strategy.

No obligation.

If you want to work together I’ll tell you exactly how that works, and if you don’t - that’s fine too. No pressure, no cheezy sales tactics.

Sounds good? Then fill out this form: <Link>

SECOND DRAFT

Headline:

Most powerful way to stay in your potential client's mind.

Every single one of us has that one brand that we instantly think about when asked about a certain product. Cola? You got an answer. Fragrance, or search engine? You got it too.

And how is that? How could you make your potential customers think of you when they think about your service or the problem you solve? Let me show it real quick:

Introducing CTAs to occupy your client's mind FOREVER.

You probably thought that these brands are on the top of your mind just because they dumped huuundreds of millions to be seen everywhere. Hey, at least it gives you an excuse why your business isn't bringing many new clients.

And I hate to break it to you, but...

It's not true.

In fact, some of the competitors of the big brands I listed above have a higher budget spent on marketing compared to them.

There is something far more powerful behind it. It's an **CTA**.

CTA stands for Call-To-Action. It's basically giving the customer a reason to get back to them. **To stay in his/her mind.**

"But how is this useful to me and my local business?"

Simply. Let's say you run a service business. Could be landscaping, lawn-mowing, cleaning. Basically anything.

How would you get people to buy from you instead of the **competitors**?

(I hope not by competing on price...)

Maybe you'd start by telling your friends and family about it? Put up a sign or rent a billboard? Or run ads?

Steps above are a good way to start, but with a CTA your growth **multiplies**.

Something like: "Contact us and we'll tell you exactly how to do X"/"Do this to get your free guide on Y"/"Put up your email here and we'll show you the best way to do Z".

Something that gives them an immediate reason to respond. A reason for them to raise their hand and say: "Yes, please show me how to do it!".

How to instantly upgrade the marketing of your local business.

Don't think that CTA is all that you need to attract customers. Build a strong foundation and let CTA do the vast majority of the results.

By implementing the CTA you get the attention of people that are ready to buy **NOW** as well as the people that are still thinking about it. Although when they make a decision to buy, they will buy from **YOU**, because you gave them a reason to do so.

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