

Article (Competition)

Put an end to poor marketing. Apply this principle , and your sales will double. Target only the ideal customers who dream of buying your products.

Most companies throw hundreds of thousands at ads trying to reach the largest possible audience. But is this an effectively used advertising budget? Do you think that Since advertising is seen by hundreds of thousands of people it must attract customers?

The power of statistics the more people see your ad the more they will buy... **You are wrong !** What if I told you that by making a simple change you can spend much less on advertising and achieve amazing results?

After reading this text and following this rule, I guarantee you that you will double your income , and interest in your business will be greater than ever before.

The illusion of marketing. The more you look, the easier it is to fool you.

There has always been a belief in the marketing world that more is better. Companies think that the key to successful advertising is to reach as many people as possible. They believe that this will bring them success, but they don't see the simple correlation, they are too blinded by the empty ad results that are its displays.

Hundreds of ads are delivered to people every day, who then ignore them. It's a never-ending circle of putting more and more capital into ads, getting more impressions, and then reaping little more fruit of their hard work. Your job is to break out of this vicious cycle and start using a method of creating ads that will give you real tangible results**sales**.

No more tickling your ego by looking at big displays. Imagine you own a company that produces creatine. The recipients of your ad are standing in a huge crowd of people with different interests and needs. How can you get their attention and target precisely those interested in buying creatine? By increasing your advertising expenses and increasing the random crowd of recipients? This is not effective marketing...

You need to create a crowd of people consisting only of people interested in weight training and sports. You need to give these people a chance to hear your advertisement so that they raise their hands in the air and shout ... **YES I WANT THIS!**

Become a marketing sniper! How to hit the right person with your advertising.

The most important element is to reach the right customer, not the crowd. Target specific people who really need your services. You will do this by strongly pointing out the problem the person has, or by directly addressing the customer you are advertising to. If

someone in a crowded place shouts your name it will definitely get your attention. That's how marketing works.

So how can you start creating such ads? You need to get into the mind of your customer and think about what problems he has that you can solve with your product. Address his pain points and what he would like to achieve in your ad. In the headline or first words of the ad, simply say his profession or what the person does for a living. This will immediately give birth to a thought in his mind. **Hey someone is about to talk about something that concerns me, I better sit down and listen.**

If you want to learn how to create excellent ads then visit my website , where a free e-book is available along with examples. (Link to sign up for the newsletter)

This is one way of great marketing. However, there are many more. If you want to get a large number of new customers , contact us at: <https://matysviralvisions.com/en/>

We guarantee that our cooperation will give you great results.