

# CONTINUE DOING THESE 3 MISTAKES, AND YOUR ADS WILL BE IGNORED.

Do you realise that you're exposed to 100s of ads a day and you don't care about them? If you don't want your ads to be ignored the same way, continue reading...

All you need to do is avoid these three mistakes.

## Mistake 1

Most ads fail to follow this:

*You need a message that **GRABS** attention and **CLEARLY** communicates what you offer.*

Consider this example...

It's rush hour and you are stuck in traffic.  
Cars are honking, everyone is stuck in one place...

... Now imagine a clown jumps in front of everyone and starts dancing with a sign in his hand that simply says "Look at me"...

Yes it will GRAB your attention, but what is the offer? Why does he need your attention? Is he promoting an event, is he trying to sell something? It's impossible to tell.

Now imagine the same scenario, but this time you're stuck next to a food truck that sells burgers. Imagine the driver just honking and shouting out of his window that they sell burgers for £10 a piece!

Do you see how he also grabs attention, **AND** clearly communicates his offer?

## Mistake 2

This ties back to mistake 1. Most people fail to write a clear message, because they **don't understand who their audience is**.

You can understand your audience's desires and tailor your message towards them, only if you've performed **market research** first.

Most businesses "imagine" that everyone is interested in their product and here is what happens...

*"My business sells meat products and everyone loves eating meat! My target audience is literally everyone!"*

... Well, if that's the case, please start an advert campaign targeting only vegans and if you get any sales, I will take my words back.

Until then, **make sure you target the right people, your target audience is never EVERYONE.**

## Mistake 3

*Not setting up your ads to be displayed towards the correct audience.*

Let's imagine the previous example...

Imagine you are opening a new steakhouse and you **pay** people to spread the word.

Now imagine these people only advertise your steakhouse in vegan shops...

Yes you are advertising, but this specific audience is very unlikely to want your product.

Now, the problem here is mostly technical, as you need to select a media on which your ads will be displayed and set it up in a way where they reach who you want them to reach.

How you can do that is explained in our FREE Ebook.

Easy to follow, zero waste of time.

Pure knowledge.

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P.S. The first 25 people who get the ebook can claim a free marketing consultation.

