

Article Outline II

Source 1: What is Good Marketing? Arno W.

Core Elements of Good Marketing:

Clear, powerful, persuasive, and compelling message.
Know who you are selling to. Figure out your target audience.
How you are reaching your audience.

Message:

Needs to cut through the clutter and be interesting.
Avoid clichés like "we're cheap" or "we're the best."
Should be geared towards what excites and interests your target audience.

Target Audience:

Identify who has the highest chance of converting.
Focus your efforts on a specific group rather than trying to appeal to everyone.
Test different audiences to refine your target market.

Medium:

Determine the best way to reach your audience.
Utilize social media and other platforms that allow precise targeting.
Consider local scales and interests to optimize your reach.

Example:

Business: Michelin Star Restaurant

Message: "Treat your loved one to a truly world-class, romantic fine dining experience at the Aurora Jutan Michelin restaurant."

Target Audience: Couples between 35 and 55 with disposable income, within a 50 km radius.

Medium: Instagram and Facebook ads targeting the specified demographic and location.

Homework:

Come up with two potential businesses.

Instructions:

Develop a clear and compelling message.

Identify the target market for each business.

Determine the best way to reach this audience.

Where to submit?

Post your homework in the daily marketing channel with the heading "Homework for Marketing Mastery"

Include the message, target audience, and medium for each business.

HEADLINES:

"The big 3 elements all successful ads need"

"Your competition won't stand a chance"

"How to cut through your competitor's ad"

OUTLINE

Attention.

Your Message Needs to be clear.

Interest

Do you even know who your Audience is?

Desire

What's the best way to contact your audience?

Action

Two different examples compared with each other.

First Paragraph

Since this question keeps coming: *"How do I write a successful advertisement?"* I thought it was about time to settle this. Firstly, there are only three elements all successful ads have in common. Once you understand these simple principles, your ads will stand out.

Its so easy to get caught up with these "*Marketing Guru*" complicating it,

Let's dive into it,

That's all there is to it.

Its so easy to get caught up with these "*Marketing Guru*" complicating it,