

## **The #1 Marketing Blunder You Can't Afford to Make**

Have you ever noticed how certain brands pop into your head without trying? If you're thirsty and someone mentions "cola", usually Coca-Cola comes to mind. Everything else is a distant second (Sorry. Not sorry, Pepsi).

Every day, the world's largest businesses trade blows in pursuit of the top spot, hoping they can become No.1 in the minds of consumers.

This is what we call 'Top-of-Mind Awareness.' It occurs when a brand is so recognisable that it's the first thing you think of in its category, for example, Apple, Nike, and McDonald's.

Now, I want to stop for a second; imagine if your potential customers thought of your Business first whenever they needed what you offer.

Sounds great, right?

But how do we make that a reality?

Let's pretend you've recently launched a new business. Assuming people know you exist. How do you persuade them to select you instead of your competitors? What's the secret to standing out from the crowd?

You could spend money chasing awareness via unpredictable marketing methods, such as brand awareness campaigns, hoping your brand name gets out there.

Or, waste time distributing leaflets and going door-to-door in the hope that someone will visit your Business because it appeals to them.

The easiest, cheapest, most straightforward way for almost every business, including yours, to approach that coveted 'Top-of-Mind Awareness' by developing a call-to-action in your marketing.

## **What is a Call-To-Action (CTA)?**

A call to action is a prompt designed to encourage your target audience of a marketing campaign to take a desired action. For example, "Grab your free report on X" or "Sign up with your email: Essential 8-point checklist for Y" or even "Text us today, and one of our advisors will guide you through Z step-by-step."

It's the difference between your customers saying "Yes" and "I'll think about it". It's you, helping buyers progress through your sales funnel, edging them towards the 'buy' button.

Ask yourself, if I were in my customer's shoes "what would make me take the next step"?

## **Become 'Top-of-Mind'**

A call-to-action can be the Key to boosting your Business's 'Top-of-Mind Awareness'. It is the Key to attract not just the customers who are ready to purchase but those who are still deciding.

You're removing the stress, making their lives easier. Solving their problems, it's the opposite of overloading them, you're simply letting them know what to do next if they're interested.

Have you used a CTA? It will cost you almost nothing and may be the Key to your company becoming the first name that pops into customer's heads.

