

The #1 marketing secret that will make you a goldmine!

Marketing a product can be costly or time consuming if you are not an expert. Not knowing the right mechanisms in marketing can compromise your entire advertising budget, and even your business. In the next 3 minutes I will show you how to make your marketing effective and make it do what it is made to do, get leads. Let's dive in...

Many miss a crucial marketing step and ignore how much harm is causing their business.

The reason why they miss the critical step in their ad campaigns is because they are business owners and not a marketing agency. They miss a lot of opportunities to make that sale to get that lead.

You have seen marketing everywhere, parks, restaurants, freeways even in church's weekly ad paper. Marketing is indispensable for business that's why big multimillion dollar companies like Amazon, Coca-Cola, McDonald's splurge Millions and millions of dollars in marketing each year.

That's why everywhere you go or anything you read is flooded with ads. You open your phone to social media and there you have it, an ad from Nike showcasing their new styles for the coming season.

I mean the list of companies that promote their product or service is endless.

But these well known wealthy companies can splurge all the money they want in marketing. They established themselves by running good ads and providing a great product that recognized them as a name brand worldwide.

They simply knew how to target their audience and how to make them give them their money. But this is something that many small business owners can't do for lack of a high marketing budget. So they have to run their own marketing while running their business.

....This is exactly what is killing the business

You run meta ads, ads in Instagram and TikTok even on X. But you get low results. Many people don't click on your ads. Or maybe you get a decent number of clicks but no conversions. So you might think why is that?

You might have done a good solid headline which sparked some interest in potential leads that clicked on your ad.

Or even think you have a solid copy or a hard to resist offer. But then you start thinking what did I miss?

- Where did I go wrong with my ad?
- Is it the product or is it creative?
- Why is it that I am not generating a high volume of leads?

You start going all over the place thinking about what is causing your ad to not produce the result you were hoping for. A flood of questions pop in your head that start taking you to a whole different place out of the main problem.

Then a bright lightbulb turns on miraculously and says ahhh I forgot...

...the CTA that will gain the right attention of the correct prospects that will turn into leads.

That's it, the secret method is a CTA. A vital piece in the marketing world that functions like the wheels on the car, it drives the leads straight to your doorstep on cruise control.

The Call To Action (CTA for short) is what directs the attention to the right prospect.

Let's say you are into fitness, and you need some work out clothes. You type your search on google then a list of dozens of businesses appear. You browse around, make a few clicks here and there on some items that caught your eye.

You come across shoe ads and see something like “ Click now and save up to 30% Today when you buy 2 or more pairs of sneakers. Offer ends today so Hurry and buy now”.

This is CTA which is enticing you to take action. It tells you what to do, inciting FOMO(fear Of Missing Out). Then you get that feeling that you can't miss out and make the purchase of the sneaker shoes.

This is why CTA is so vital to a business to incorporate it in your marketing ads. Because you can have a solid headline, copy and offer. But..... all that won't matter much if there is no “CALL TO ACTION”.

Be more certain that a great CTA is so valuable that your clients will thank you later by finding them and giving them what they were looking for. You win, they win. Simple as that. Less guessing, more closing.

Call to action makes the sale more likely to happen. In other words CTA is the goldmine to your business.

Sooooo....If you want to learn more about marketing tricks and secrets....

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