

Source:

"What is good marketing" (TRW lesson)

Notes

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.

Headline / subject / intro:

- **These 3 questions you need to answer to ensure that your marketing is good**
- **The 3 Essential elements to Improve Your Marketing to the Next Level**
- **Avoid These 3 Common Mistakes to Improve Your Marketing**
- **Why These 3 Factors Define Great Marketing**
- **To Boost Your Marketing, Focus on These 3 Key Actions**

Outline:

These 3 Questions You Need to Answer to Ensure That Your Marketing is Good

Every company wants to have effective marketing. Good marketing = More customers.

That's why we'll discuss the 3 foundations of any good marketing strategy and how to stand out from the competition. Plus, there's an example at the end to illustrate these points.

Spoiler alert: the second question is the most important one.

1. Who Am I Talking To?

"If you sell to everyone, you sell to no one."

Identifying your target audience is crucial. You need to focus on a specific group of people who are most likely to be interested in your product or service. This not only makes your marketing efforts more effective but also helps exclude those who are unlikely to convert, which is perfectly fine.

For example, consider an ad for a drawing class. If I'm not interested in drawing, I'll ignore it. But someone who loves drawing will likely pay attention. It's similar to hearing your name in a crowd—you respond because it's relevant to you.

Therefore, your message must be tailored to a specific audience to catch their attention and resonate with them.

2. What Do I Want to Say?

This is where most companies fail.

After identifying our audience, we need to deliver a compelling message. A message that cuts through the clutter and engages them with our offer.

Avoid vague statements like "we're cheap" or "we're the best." These do not resonate with your audience. Instead, focus on what excites and interests them.

Remember WIIFM: "What's In It For Me?"

Your customer doesn't care about your mission or when you started the company. They only care about how your product or service benefits them. So, your message should be centered around their needs and desires.

3. What Medium Should I Use?

After determining who your customers are and what you want to tell them, it's time to choose the best way to reach your audience.

You need to know where your clients spend their time. Otherwise, your message will go unseen.

Utilize social media and other platforms that allow precise targeting. Consider local scales and interests to optimize your reach. For instance, if your target audience is active on Instagram and Facebook, focus your efforts there.

The 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.

Conclusion

Marketing is one of the crucial elements to make a business succeed. By answering these three questions—Who am I talking to? What do I want to say? What medium should I use?—you can create a powerful marketing strategy that attracts and retains customers.

We've put together a comprehensive guide on how to set up and run successful ads on Google and Meta, along with other valuable insights. If you're trying to get more clients through ads, download our free guide here:

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