

Filip Szemiczek - June 23rd - 3 Min Read

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How To Reach The Top 1% Of Marketing Today

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Marketing is everywhere.

You see it on your phone, TV, and even your email. But this causes one problem...

Most marketing looks the same and doesn't work well.

In this week's article, you will learn how to use the formula that only the top 1% of marketing uses.

Let's begin.

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The Problem With Most Marketing

Recently, I checked out the Facebook Ad Library for my area.

I wanted to see how my local area advertised, and one thing bugged me:

99% of it sounded like things I'd heard before.

This highlights a major problem in marketing; being unique.

Lots of ads nowadays use the same formula, and that leads to those ads not performing as well as expected.

This is best summed up by a quote from Albert Einstein:

"The definition of insanity is doing the same thing over and over again and expecting a different result."

While some businesses may not be shooting out the same ad 50 times, using the same style as another ad is like doing it again.

So... How do you stand out and avoid being boring?

Let's dive into the 3 key aspects of marketing you must focus on to make readers **want** to read your ads.

Using this framework will put you in the top 1%. Not just for usage, but for how well your ads convert.

Because using this gets you more clients/sales than someone who doesn't.

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The Foundation Of Any Ad

This part is easy.

No matter how you write your ad, you still have one of these:

A message.

This is what you're giving to the reader.

From repairing their roof to giving a guide on cooking, you still have a message.

The message is what you're telling them and how it helps them.

If you want to know how strong your message is, then the second pillar of marketing ties in very nicely:

Who Benefits Most From Your Message?

A message is no good if it's not geared towards the right people.

Think of it like this - would you sell meat to a vegan?

Probably not. It would not go over too well.

But if you sold that same meat to local people who eat a lot of it...

Then you're getting closer to hitting the jackpot.

And that's the second pillar - who your message is for.

The best way to find this out is to see who currently buys your products most.

You want to analyse things like:

- Their gender,
- Their age,
- Their location,
- And their interests.

These things show you who your target audience is and help you picture your 'ideal' customer.

This aligns your message with their interests and attracts people who are interested in what you sell.

Ok, so you know who to target and what to say to them. Now here's the last key aspect:

How Do You Reach Your Target Audience?

The target audience research was the most difficult part. Now it's back to basics:

Your audience will always have a common place where they spend their time.

That's where you can advertise to them successfully.

This could be through:

- Certain social media apps,
- Places they visit locally,
- Through letters,

And so on.

The most common nowadays is the first option; social media.

If you can find out which social media app your target audience uses most, then you can find them and market to them there.

Sites like Facebook now make finding your audience easier than ever with special tools.

Nowadays you can input the age, interests, location, and more of the people you want to see your ads.

Because if you sell to those who want to be sold to... You'll inevitably sell more.

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A Quick Summary

Alright, now you know the 3 aspects of marketing:

- 1) What is your message/What are you offering?
- 2) Who is your message to?
- 3) How will you reach those who your message is for?

Once you can answer these questions, you'll be ready to hit a home run with your ad campaign.

If you need help answering any of the 3 questions for your business, contact us today and we'll take a free look.

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