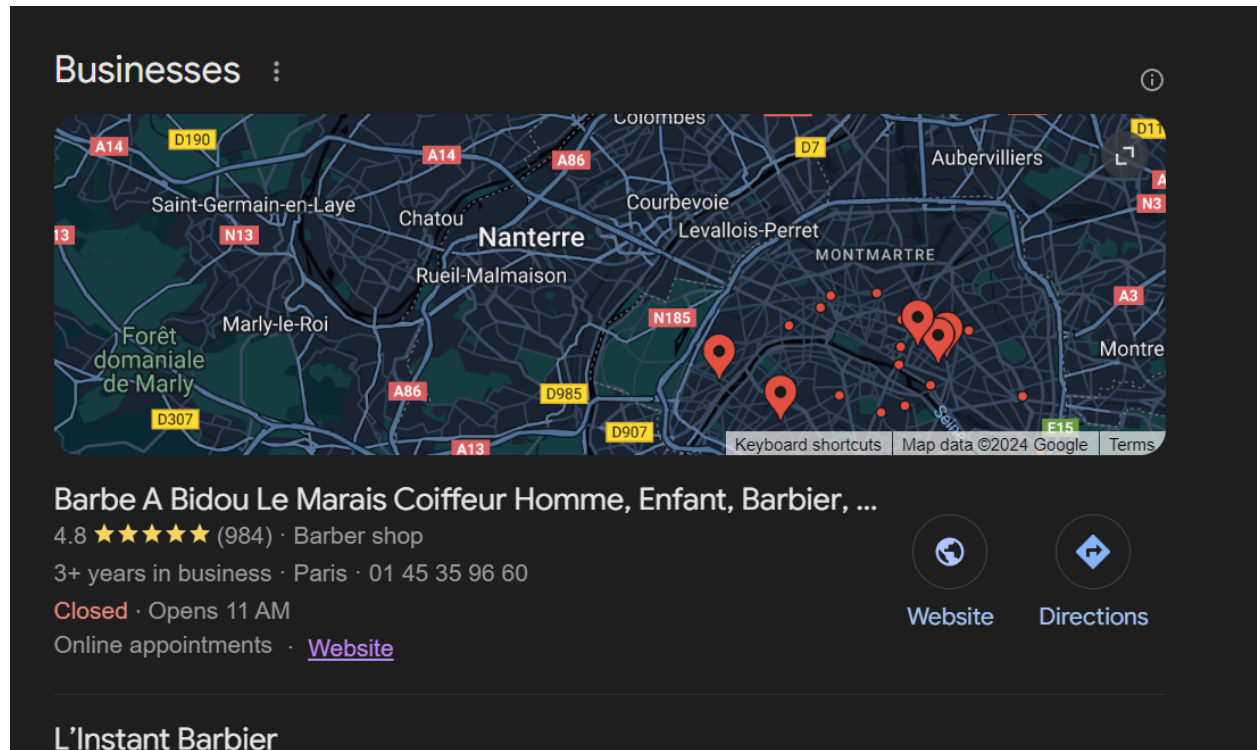


BEGINNER LIVE TRAINING #2 - Marketing 101 mission

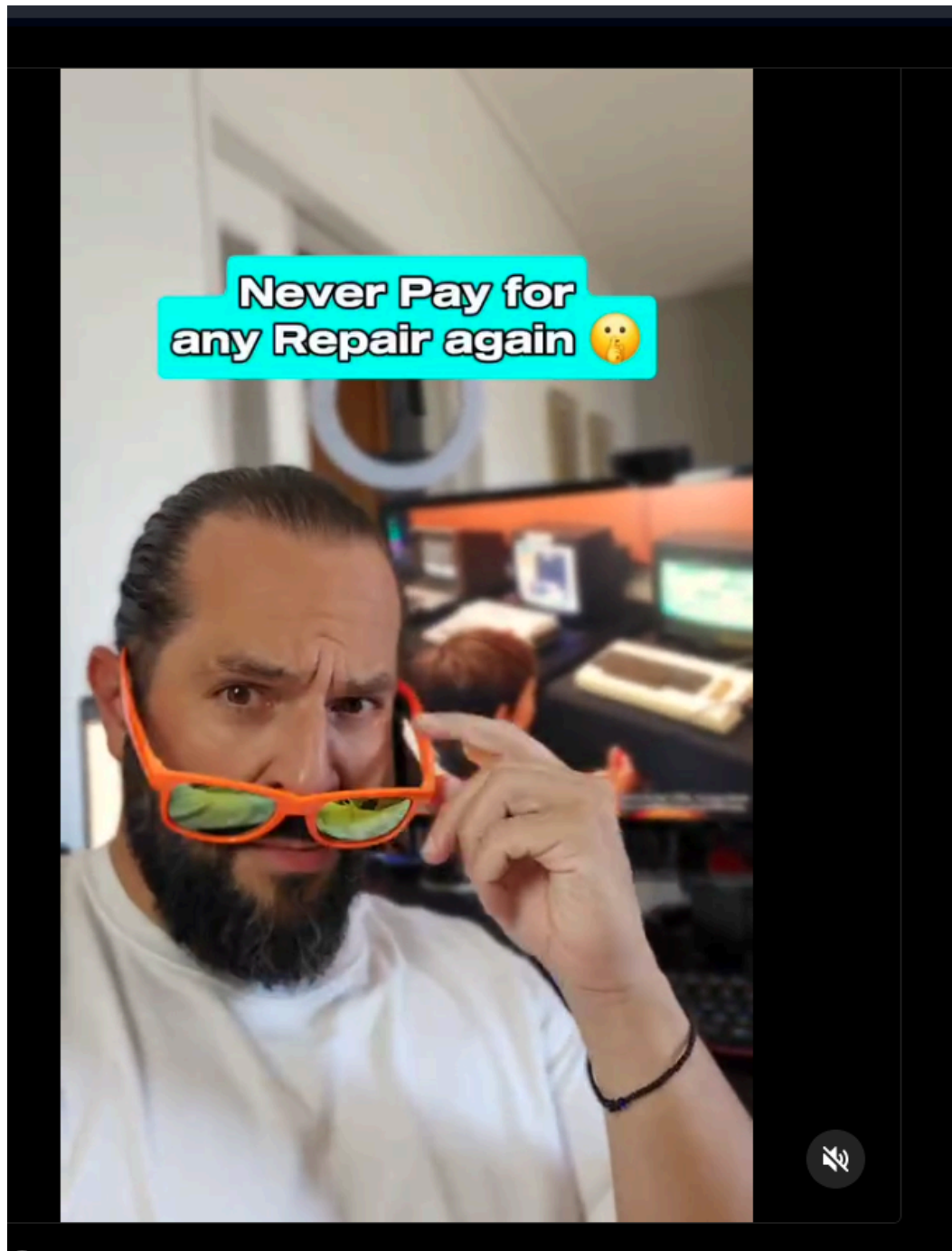
Active Attention

The business gains active attention by appearing first on Google searches, having a unique and memorable name, and receiving many reviews.



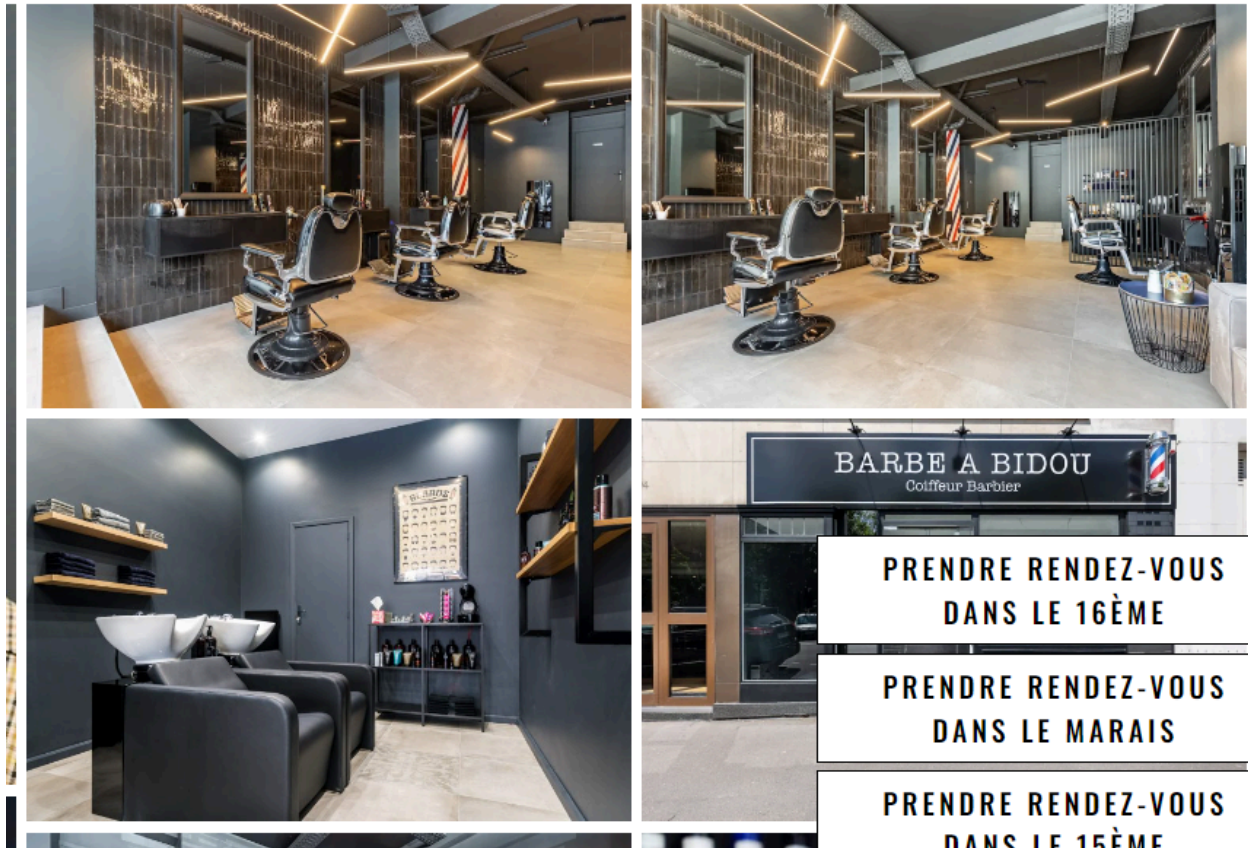
Passive Attention

Businesses get passive attention by creating content on social media. For active attention, they should feature a human face close to the camera with a unique blue text background that triggers the viewer's curiosity. Using fascinating bullet points as the first text the viewer sees and keeping the entire video visually engaging with text at the top and bottom keeps viewers interested.



Increase Desire

Increase desire by showcasing images on the business website that depict the interior of the barbershop as elegant, comfortable, clean, and well-maintained.



Increase Belief in the Idea

Increase belief in the business by displaying images of customers' end results, providing social proof, and demonstrating the quality of service.



Increase Trust

Increase trust by featuring numerous positive reviews from customers on the business's Google My Business account, thereby enhancing trust through social proof.

Barbe A Bidou Le Marais Coiffeur Homme, Enfant, Barbier...
4.8 ★★★★★ (984) · Barber shop