

# Marketing Has Never Been So Simple And Now You Know Why

Haven't you had enough of these marketing "gurus" and their overcomplicated strategies that NEVER work?

I see all kinds of experts advertising their "unique" ways of doing marketing that "revolutionized" the industry.

However...

They don't

They don't revolutionize anything. Matter of fact marketing was, is, and will always be following certain principles.

Why?

Because marketing is a science and science has laws that apply to humans. That's why the principles of marketing remain the same. In this article I'll tell you all about the simplicity of marketing and how to always hit it out of the park using this formula.

There are three major components of what makes good marketing.

- 1) What are we saying?
- 2) Who are we saying it to?
- 3) How are we going to reach them?

Now let's start in proper order.

What are we saying? What is the message? What are we trying to get across?

## Make Them Say "That's For Me!"

The most important thing is that your message cuts through the clutter. From headline to body copy, it must be relevant and tailored to them.

Picture this:

You are in a train station.

There are all sorts of sounds. People mumbling. Speaker announcements. Footsteps. Trains braking to the station.

If you think about it, at that moment you don't distinguish any particular noise. Suddenly someone yells your name. You turn your head, it's reactive, it's a reflex. You feel that someone is addressing you.

That's how your clients should feel when reading your message.

People scroll past thousands of ads daily! They are bombarded with them. Your ads compete with every single one of them, all trying to grab the attention of the same people.

Just like all the other noises in the train station... be the one that calls them out. The one that makes them raise their hand and say "That's for me!".

These are the **dos**.

Now let me tell you the **don'ts**.

Worst sin in marketing is...

BEING BORING.

We can't be boring. It's an instant fail. That doesn't mean we have to do circus tricks, but avoid being too corporate or bland.

Up there at the stand of marketing sins is also advertising for price. "*We are cheap*" "*In fact we are the cheapest in the market*". Avoid that at all costs.

It is essentially letting people know that our work isn't worth good money. People often associate price with quality. Don't make that mistake.

Remember that calling their name at a train station example? Let me give you a surefire way to throw all your efforts out the window:

Call the wrong name.

And that takes us to section 2.

## To Know Your Audience

It's crucial that we define our audience, otherwise we are calling out the wrong people. Or worse yet calling out EVERYBODY. That's as bad as it can get.

There are people that can't buy from you, won't buy from you and will never buy from you. Because you are desperately trying to reach EVERYONE.

What is interesting to me, isn't interesting to you and it sure isn't interesting to everyone.

So how do we stand out to the people who truly care about our offer?

By disregarding people. We exclude people to laser focus on the right audience. We are trying to bet on the best horses, not all of them. The ones most likely to buy from us.

Now you are probably wondering: "Well how do I get to them?"

I got you covered.

## **Best Tool To Reach Your Clients Since...Always!**

Marketing is way easier with the latest technological advances. It's the same, but easier.

Back in the day it was a struggle to reach your clients. You had to get the addresses of people, send them mail. Direct mail campaigns is what it was called.

We don't have to send pigeons with scrolls in their beaks to convey messages anymore.

Now that everything has been digitized, you are at the doorstep of every single one of your customers. And all thanks to social media.

So what's the best tool to use?

### **Meta ads**

It is an underappreciated monster tool. And that is an understatement.

It's by far the most efficient way of doing marketing. Everybody (including your customer) uses Instagram and Facebook.

Statistically speaking they are the most used social media platforms. But that's not the real benefit to running ads on meta platforms.

The true reason is their data and versatility. Meta provides you with countless data to shape your ads and their system is truly extraordinary.

You have an insane amount of options and buttons. Too many someone would say. The thing looks like an airplane panel.

Actually, it's exactly like a plane. Sure it can be complicated and sure it can yield minimal

results if it's poorly used.

**But an aircraft won't fly without a skilled pilot behind it.**

I get it, it's boring, but it doesn't work otherwise.

If you don't have the time to mess with 1001 buttons and switches and want optimized ads, contact me and let's have a talk!