

KNOW YOUR AUDIENCE - ARTICLE SUBMISSION

Here's the one marketing trick that brings more sales to your business.

When I first started learning about marketing, I believed it would be a very long process, trying to imitate the biggest brands like Coca Cola and Dior. After all, people go through years of college and university education in order to become well versed in the subject. But what if I told you, **THEY'RE ALL WRONG.**

Effective marketing is not about how long you studied, how many years of experience you have in the industry, or even how many millions you can throw on a Super Bowl ad. Instead, it is all about knowing your audience...and here's why!

Marketing is not as complex as it seems, however almost every business owner makes the same mistake over and over again, which is: mass marketing!

We should not, under any circumstances, advertise to everybody. It sounds like a fantastic idea! Why would I deny myself the opportunity of attracting more clients? You may ask. Because, in order to sell to everyone, we need to have a very generic ad, and generic...is bad. Stop trying to sell to everyone. Remember this: **"when you sell to everyone, you sell to no one"**.

Everyone cares about themselves!

Do you know what's the first thing I do when I wake up? I look at myself in the mirror. Not because I have acquired a standard of unattainable beauty, but rather because it is a

human thing to do! Should I shave? I need a shower. My hair is a mess, I need to fix it. I can rationalize my answer as much as I want, but that does not change the fact that I care about myself, the same way your clients care about themselves too! All the time. When they wake up. When they go to sleep. And most importantly, when they look at your ad...

They are constantly thinking: "What's in it for me?". And let me tell you, if you do not answer this simple question through your headline... well no wonder you're not getting results!

We NEED to pay attention to our clients and their biases. What do I mean by that? Let's look at your audience, the people that you SHOULD target. What are some common themes? If you're selling makeup, your audience is more than likely going to be female. Yes, I know, there may be a guy that's buying it for his girlfriend, but we need to focus on the majority, because that's where you'll find success!

Our audience is always right under our nose! But guess what, most business owners still miss it!

Let's say that I have invented the best 2 in 1 shampoo & conditioner! My product is the best on the market, I know it! My sales skills are sharp! I'm a good looking guy and decide to go door to door to advertise my product. Now, I walk into a room...full of bald guys! I know...scary. Right then and there, my product doesn't matter, my sales pitch doesn't matter, I will get no sales...why? Because I did not advertise to the right audience. Now it is very unlikely that you will ever find yourself in a room full of bald guys...but what's not unlikely, is that you have already advertised to the wrong audience.

How do we analyze our audience?

We have to be aware that we live in an era where Meta knows more about us than we do about ourselves...and while yes, it is scary, it also gives us the opportunity to only talk to the people we want to talk to. We do so by researching biases! Every audience has a bias. And when you find it, you will be able to boost the response rate from your ads.

Look at your past, current, and potential clients. How are they similar? How do they speak? How do they look? What is their socioeconomic status? What do they like and dislike? What's their age? In short, we are looking for patterns. For it is patterns that will allow you to set efficient targets for your ads. We want to catch their attention. And with the help of a clear, concise, and laser focused ad, we will generate more impact! Guaranteed!

Only focus on the person that is most likely to respond to your ad. When your customers see it, they need to yell **"Ah! Yes! This is for me!"**. And they will do it. You will succeed. Because there is always a bias.

If you do not want to do this yourself, or feel like you need help, get in touch [here](#) and we will come up with a custom marketing analysis and strategy.

Talk soon,

Tim.