

Make These 3 Mistakes And You'll Go Bankrupt Guaranteed.

Believe it or not, even big brands can make HUGE marketing mistakes that can make them lose all of their customers.

To avoid "accidentally" saying bye-bye to your customers and business, there are some key elements you should pay attention to.

Remember when Anheuser-Busch (Bud Light) almost completely lost everything?

-But we all make *small* mistakes, don't we?

Well, in marketing even a small mistake can roll into a huge issue if you don't pay attention to it, and clients will leave you in no time to find a replacement.

1) Know Who To Speak To

You probably don't talk to your parents the same way you talk to your friends, and the same thing applies to talking with customers.

I'm not saying you can't be friendly (I actually encourage it), but you need to know **who** you are speaking to and **how** to speak to them.

Before you start advertising, reaching out, or communicating with your customers, put yourself in their shoes. What does their everyday language look like? How do they speak? What are their likes and dislikes?

Understand your customers better than they understand themselves.

2) Think Before You Speak (or write)

Communication is your most powerful tool for attracting customers and growing your business; you **cannot** afford to make any mistakes here.

Insulting your customers is probably not the best idea. There are some people who are into that (and we don't judge them), but they are probably not paying a plumber or hair stylist to do it.

If you did Step 1 right, and actually know who you are speaking to, leverage that and give them something that they **really-really** want.

Just talk to them like a normal human being, stop talking about yourself, and talk about them instead.

3) Reach Them ASAP

You can't do anything with what you've read so far if you can't reach your potential customers.

There are a lot of platforms that you can use, from Meta to YouTube, TikTok, Twitter (X), LinkedIn, etc. But what's the best choice?

It depends on your ideal customers. Which platform do they spend **most** of their time on? You probably wouldn't want to target older people using TikTok. -It's like making a 10,000 km journey on foot. You'll eventually get there, but why not use a plane that's MUCH FASTER?

Most of the time, I recommend starting on Meta.
Why? -Because it has the most users.

What type of content gets the most attention & clicks depends on your audience and niche. Begin by experimenting with videos, single images, carousels, animated images to find the best type of content that gets you the best results.

But if you don't have a lot of time to do these experiments, you can work with us anytime to save time and effort.

We get you results, or you pay us nothing.

Talk soon,

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