

The Most Common Mistake In Marketing

If there's one thing I learned about marketing, it's that most people have no idea what marketing truly is.

And it's the reason why the vast majority of businesses are essentially throwing their ad-budget away.

Why?

Because mass marketing has given people a very false picture of how this thing actually works.

Let me explain:

Carpet bombing

When most people think of advertising, the first thing that comes to mind is probably some kind of Coca Cola, Apple or McDonald's ad.

All of these ads are prime examples of mass marketing.

The concept of it is simple: show your product to everyone and eventually someone will end up buying from you.

The problem with this approach?

There is NO product on this planet that appeals to everyone. None.

So for the most part, you are throwing money away on people who will never buy from you anyway.

And all these big brands are well aware of this.

The only reason they get away with it is because they have the budget to put those ads in front of billions of people every day.

It's by far one of the worst ways to spend your advertising budget, especially if you're a small business.

But luckily, that's not what marketing is all about.

Not only is there a much more cost-effective way to advertise, but one that will get any local business much, much more sales. And all you have to do is learn how to spot **biases**.

Laser focus

Now, what do I mean with biases?

Every product has a bias.

There always is a group of people that are most likely to buy, no matter how universal you think the product is.

And when you start analyzing those customers, you will realize that they all have certain common traits.

Maybe they are women between the ages of 35 and 50, that live in a 10km radius from your shop and have kids. Or maybe they are 18-30 year old dudes that are interested in backpacking.

The common traits will be different for every product. But there always are biases.

And you need to find out what that bias is for YOUR product and YOUR business.

Because then instead of marketing to everyone, you can laser focus on just the segment of the population that is most likely to buy.

“Ok, so I’ve identified my most likely customers. But how do I reach them now?”

That’s where this powerful trick comes in, which allows you to get through to and reach ANYONE you want, no matter the product:

Becoming a polyglot

Imagine you’re traveling to a foreign country where you don’t speak the language.

Assuming you’re reading this right now, most of the time you’ll be just fine communicating in English.

But if you really want to get a feel for the culture, have deeper conversations with the locals and see their eyes light up when you talk to them, you’ll need to speak their language.

Not because they don’t understand English, but because then you actually speak to THEM and make them feel acknowledged.

It’s the same in marketing.

If you want to stand out and get through to a certain group of people, you need to speak their language.

Find out how they talk about their interests and problems, what words and phrases they use and how they view their world by talking to your previous customers and reading reviews.

And then start speaking that same language in your ads.

Because once you do.. You will stand out as the one who “gets it”.

You suddenly become the guy that finally understands them, who knows exactly how they feel and what they struggle with. And you become the person who can solve their problems.

Because what you're selling is no longer for everyone. It's specifically for them.

That's how you create ads that attract the right customers time and time again.

P.S. If you'd like us to help you identify the most likely customers for your business, feel free to get in touch by [clicking here](#). And if you want to get started with Meta Ads, you can download our free guide on them [here](#).