

# Draft 2

## **The Ultimate Way To Get The Most Out Of Your Marketing Budget**

Or you do it, because you want to ensure a steady flow of customers coming to your business.

If that's what you'd like to achieve without breaking the bank, then you will get a lot of value from this article. Let's get into it.

### **The Problem With Most Marketing Expenses**

If you buy almost any kind of advertising, you know from the get go that you're throwing most of your money away.

Why is that?

It's because not everyone that sees your marketing message will buy from you.

If every single person that sees your advertising would buy from you, then marketing would be a super easy cheat code to become rich. Just spend some money on it and you're sitting on roses.

But that's unfortunately not the case.

You're always going to spend some part of your budget on reaching people that will never become clients.

However, we know that some companies get better returns from marketing than others. So, how do they do that?

It's like most things in life, quite logical. You simply need to limit the amount of money that you are spending on people that will never buy from you... And spend more money on the people that will actually buy from you.

This is how you get the most out of your budget.

### **So How Do You Do That Exactly?**

You need to stop trying to reach EVERYBODY.

Yes, in theory everybody could use your product or service.

But it always sells better to one certain group of people. Even if the difference is small. There will always be a group of people that buys your product more often than others.

This is where the money is. This is where you can make marketing your superpower.

If you can target those and those customers only. You will see that you need to spend less money to attract a client.

Or in fancy marketing terms: Your cost per lead will drop drastically.

### **What's The Easiest Way To Do This?**

You need a good way to reach your ideal target audience.

So what's the best medium to reach those people?

Obviously you want a platform with loads of people on it. And, I might have just given it away... It's Meta. Or more famously known as Facebook and Instagram.

Those platforms are so largely and widely used, that your audience will always be on there. Even if you think they aren't.

If you want to know how we would use Meta for your business to get the most out of your marketing budget, then get in touch by clicking the button below.

## **Subject - Headline - Outline**

<https://docs.google.com/document/u/0/d/1EP8A5yCyoH9ralkjuLbmbukwXLdxnRlgu86Kd2MF-Ho/mobilebasic>

Subject - Why you should use Meta Ads to attract more clients for your local business

Headline - **The Number 1 Way To Get The Most Out Of Your Marketing Budget**

Outline:

- Intro: Everyone has some portion of their money set away for marketing, or better said: money to spend and get customers in return for. You want to get more out of it than you put in. That's the end goal.
- Problem: If you buy almost any kind of advertising you know from the get go that you're throwing most of your money away. The vast majority of people can't buy from you, won't buy from you, will never buy from you. Because you're just trying to reach EVERYBODY.
- What are the key things to look for when getting the most out of your marketing? A defined audience. Your product or service always applies best to one certain group of people. Even if the difference is small. There will always be a group of people that buys your product more often than others. If you can target those and those only. You will spend less money on audiences that aren't interested at all, but more/ only on the ones that are actually receptive to your product. And you can see that in your cost per lead (which will drastically drop/ will make a free fall).
- So what's the best medium to reach those people that love your product the most? Obviously you want some platform with a massive audience. So I might have just gave it away... It's Meta. Or more famously known as Facebook and Instagram.

# Draft 1

## **The Ultimate Way To Get The Most Out Of Your Marketing Budget**

Most business owners set aside a portion of their income for marketing. Or better said, they put money aside so they can spend it to get more customers in return.

When you do that you want to make sure that you get more money back than what you put in. That's the end goal.

You don't spend money on marketing so you can deduct it from your taxes. Nor do you do it to sound like a wicked business owner.

You do it, because you want to keep customers flowing in.

If you agree with that, then you will get a lot of value from this article. Let's get into it.

## **The Problem With Most Marketing Expenses**

If you buy almost any kind of advertising you know from the get go that you're throwing most of your money away.

Why is that?

It's because not everyone that sees your marketing message, will buy from you. If every single person that sees your advertising would buy from you, then marketing would be a super easy cheat code to become rich.

So you're always going to throw some money at people that aren't going to become clients.

However, we know that some companies get better returns from marketing than others. So, how do they do that?

It's like most things in life, quite logical. You simply need to limit the amount of money that you are spending on people that will never buy from you... And spend more money on the people that will actually buy from you.

## **How Do You Do That?**

You need to stop trying to reach EVERYBODY.

Yes, in theory everyone could use your product or service.

But it always sells best to one certain group of people. Even if the difference is small. There will always be a group of people that buys your product more often than others.

This is where the money is. This is where you can make marketing a super power.

If you can target those and those customers only. You will spend less money on audiences that aren't interested as much, but more on the ones that are actually receptive to your product.

After that, you WILL see that your cost per lead will be drastically lower.

### **What's The Easiest Way To Do This?**

You need a good way to reach your ideal target audience.

So what's the best medium to reach the people that love your product the most?

Obviously you want a platform with loads of people on it. And, I might have just given it away... It's Meta. Or more famously known as Facebook and Instagram.

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