

Three core elements that determine truly effective marketing (few people meet these elements)

Marketing is like everything in life: driving, cooking, singing, dancing. All of these have core elements that ensure the action works correctly. For example, if you are going to make an omelet, it doesn't happen by mistake.

There are core elements and steps to follow, that when you do it correctly, you transform a couple of ordinary eggs into a delicious breakfast omelet.

Many people consider marketing to be something extraordinary, a dark magic that only a few can handle and make work. But again it is as simple as making an omelet!

It's time to get serious and stop talking about omelets before we get hungry. Pay close attention, grab a pen and paper, and take note of the recipe for good marketing.

Title for the receipt:

Three core elements and steps to "cook" good marketing for dinner.



#1 What Are We Saying (What Is Our Message):

Imagine if all the restaurants served the exact same dinner every day, with the same taste and appearance. Then, suddenly, a restaurant comes along offering something new, innovative, and different, and of course, it looks appealing.

Out of sheer curiosity, people would flock to that restaurant. That restaurant calls their attention, like a complete perfect white background and a red spot. The red spot is so different from the background that it will stand out.

Your message must be just like that, (different), you can't be like everyone else.

It needs to be unique, it has to be curious, intriguing, persuasive, meaningful, and have a clear objective.

We are no longer in the 18th century when people saw an ad once a year. Nowadays, we see thousands of ads all day, every day, and they all look the same. You can't say the same thing, you can't be boring, and of course can't say you're cheap (This doesn't even need an explanation, it's simply something you shouldn't do).

#2 Who Is Your Customer:

A business needs to know who its customer is; if you don't know who you're selling to, then you're selling to no one. This is extremely important. It's not just about knowing for the sake of knowing; it's about knowing so you can act and adapt.

You need to understand your customer to know their tastes, desires, pains, and needs, and then adapt your marketing and message accordingly.

It's like being in a crowded place and shouting your name, you know it's you, so you'll turn to see who is calling. The same applies here. If you know who your customer is, your marketing will be calling their name, and they will turn around.

#3 How Are You Going to Reach Them:

Now that you have an idea of who your customer is and what you're going to say, you need to tell me how you're going to get your message to them.

I'll wait for your response; you have 10 seconds. 1, 2, 3, 4, 5, 6, 7, 8, 9... Okay, by now you probably mentioned social media content and Meta ads, don't lie, God is watching you, my sinner friend.

This is important, but not every business's clientele is on Instagram or Facebook. If your business sells lotion specifically for alien skin, I don't think they are scrolling on Instagram.

You might need to send a telegram into space in an alien language so that when they pass by, they see it and get it. I hope you got the reference.

In short, not everyone is on the same platform to receive your message, but these days social media has made everything much easier. It used to be extremely difficult, but now everyone is grouped in one place.

I know I've bombarded you with a lot of information, and you might feel like it seems simple, but it will be a puzzle trying to cook these recipes.

Don't worry, we are the chefs who prepare the meal so you, as a business owner, can relax and watch your customers devour the marketing we've crafted. Contact us at arlylago@realsyncmarketing.com for a free analysis and to ensure these core elements are cooked to perfection.