

Beginners Live Training #2 – Marketing 101

Mission: Find Examples of Active attention, Passive Attention, Increasing Desire, Increasing Belief, Increasing Trust

Business Type: Groundworks

Example – Active Attention



mybuilder.com

<https://www.mybuilder.com/groundwork/specialists> ▼

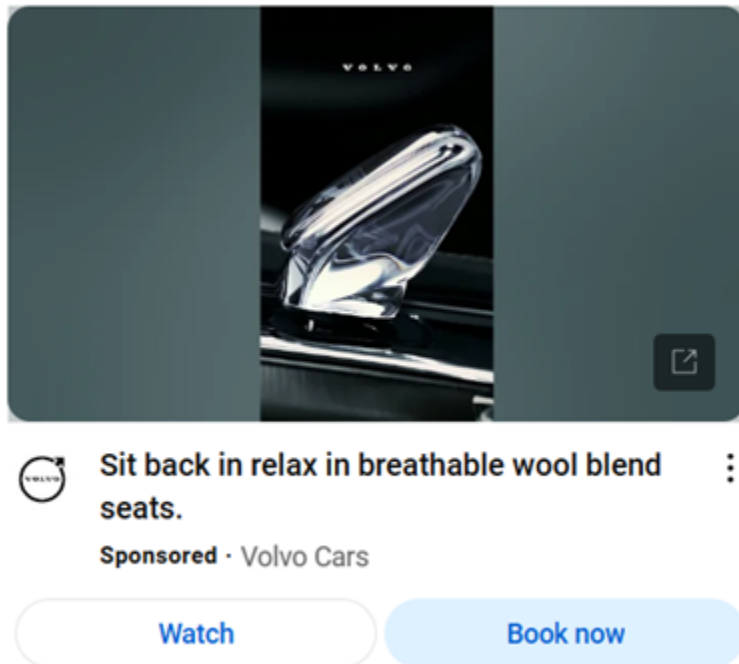
Groundworker | Reviewed By People Near You

Ad Looking for Local Groundwork Specialists? Compare Profiles, Reviews & Photos. Post Your Job Online To Get Instant Quotes. It's Simple, Easy, And Its Free!

I searched groundworkers near me and the first one to pop up was a paid ad thorough the search engine BING to find a groundworkers near you and reviewed by people in the area, this grabs attention straight away, this highlights a lot of high intent and attention to the website, once then clicking onto the website it has then asked for what I would like done they also provide the person desired with social proof (Testimonials). This is helping them understand which is best tailored for the needs of the job. It then asks for a brief description of what the desired person would like done. then it will direct them to enter their email address. This will then prompt the groundworkers in the area to reach out with options and which best suited for the client. This then enables traffic to the website which could the end up in sales for each company that reached out prior to you putting in your email address alongside a brief description of what you would like done. You can then arrange a meeting to what is the best suited for you.

Example: Passive Attention

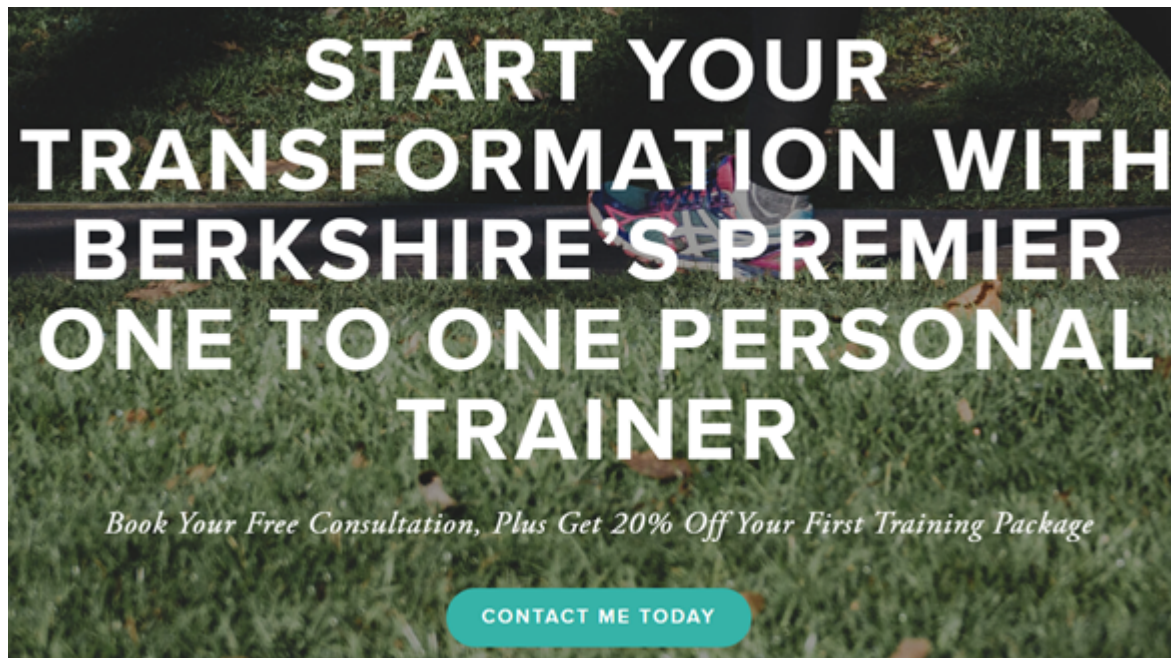
Business Type: Car Manufacturers (Sales)



I opened up Youtube and the first ad to pop up was Volvo cars, when looking at the ad it gives you 2 options, watch the video on the product offering, and book now option which then opens you up directly to their sales page to enquire about the product offered. It says ' Sit back and relax in breathable wool blend seats' this ad doesn't show the picture of the car advertised this then leads you to watch the Ad. This grabs the attention of anyone scrolling on their phone and may be thinking about getting a new car. The picture and caption would grab the attention as it is leading you to go watch the video about the new car they are offering.

Example: Increasing Desire

Business Type: Personal Trainers



As soon as I searched for personal trainers near me, I clicked on the very first search which then led me to the website, upon entering their website the first thing that grabbed the attention was the above screen grab 'book a free consultation plus get 20% of your first-year package' this instantly increases desire for you to then book a consultation. When going to book a consultation it then shows required social proof of clients who are currently using this service this then increases your desire even more by then signing up with your email for your free consultation. this can then lead to future business should you have gone ahead with the free consultation, and you were satisfied with the outcome.

Example: Increasing Belief

Business Type: Skin Care Products

Unleash the power of sun protection and age-defying skincare in just one jar ...

SHOP NOW



Inspiring women to look and feel fantastic no matter age or what challenges they face. With luxury, natural skincare and cosmetics, inspirational lifestyle advice and real people not models as the face of our company. While raising money to help beat breast cancer too.

"I founded Highborn while battling breast cancer with a mission to help normal women look and feel fantastic no matter age or what challenges they face!" Tracey Broadway, Founder

SHOP OUR STORE

I searched for skin care products and the first one that popped up was Highborn London. The first thing that caught my attention diverting me to the website was a saying 'The best natural skin product to empower you to natural beauty'. Upon entering the website, the above screenshot showed their new skin care product, they are promoting followed by a testimonial of a customer who has used this product. This straight away increases belief within the product as the testimonial stands out and uses the social proof to back it up, it also shows a picture of the customer who provided the testimonial.

Meet Our Ambassadors



As you further scroll down on the website you will see a list of product ambassadors who then have video testimonial with their experience of the product and how to use it the best way and the results they have had since being a customer/ ambassador of the product this also increases further belief and the social proof is a video testimonial followed by a written one by the ambassadors this will increase a lot more belief in the product and will then want you to buy.

Example: Increasing Trust

Business Type: Barbers

I have found a testimonial from a barber page which is very detailed on product they sell.



✓ Verified

20 May 2019

Very good product


Very good product, beautifully packaged, fast delivery and excellent customer service. Love what the guys are doing and am happy to support through my purchase.

Product itself is high quality, good hold whilst providing a matte finish which doesn't look shiny or sweaty. I've got thick dark hair and it does well to keep it looking good (if I do say so myself) all day.

From reading the testimonial which was catered for this hair type at the end of the testimonial this increases trust as its verified social proof, then this will increase your trust to then either buy the product or book in with them.

Upon making a booking with the barbers it then sends you a confirmation email to your email but there's a catch it has below on the email 'please look out for us on any social media platforms and they provide the links to their YouTube channels and other social media platforms they are on.

First thing that popped up on their YouTube channels was promoting a hair loss series for anyone on their hair loss journey. This focused on other target customers they are looking at bringing in and this helps increase trust should anyone be on their hair loss journey.



Regal Gentleman


@RegalGentleman · 383K subscribers · 393 videos


Regal Gentleman was born after a bad haircut experience, where one side of our founders ...more

regalgentlemaneducation.com/courses/master-essential-barber-skills-bundle... and 6 more links

Subscribe

Home Videos Shorts Live Playlists Community





No More COMBOVER! "It's Been YEARS Since I Can Walk Out ...

1,594,880 views · 8 months ago

55% OFF Your First Hair Loss Treatment with MANUAL. Use Code: RG55YT -

► <https://bit.ly/3F2ST3L>

APPLY TO GET A FREE HAIRCUT & BE IN AN EPISODE OF TALKING HAIR LOSS (or one of our regular channel videos) -

► <https://regalgentleman.com/apply>