

Master These 3 Marketing Principles and Your Ad Wins

Most business owners commit a grave mistake while they advertise. This mistake alone drags their marketing down to the ground, where everyone just avoids what they have to say.

Then they cry about it, saying that Meta Ads, for instance, don't work for them when, in truth, their marketing was not set up the proper way to begin with.

This occurs without their knowledge because they are focused only on themselves, talking about how cool their product is and how big and strong they are.

But nobody cares about that; we only care about ourselves.

In the following paragraphs, I'm going to help you avoid the biggest sin that you could be guilty of while advertising, and that is... to be BORING.

It's the kiss of death. 🦴

So the next time that you advertise, instead of being like everyone who uses things like "We are the best at XYZ, buy our stuff," consider these 3 pieces of advice and let them guide you towards better marketing that will actually get you results.

1. What are we saying?

This is your message for your audience. The way that you are going to connect with them.

And no, it cannot be "We are cheap."

I bet that you can come up with something better than that.

Present them with a benefit on why they should buy from you.

Try to keep the message as simple as possible. Trust me, you don't want to confuse them; otherwise, you might lose them.

But before you work on your message you should ALWAYS know the next point.

2. Who are we saying it to?

Every business should have a customer avatar.

If you don't know who you're selling to, then how can you tailor the message perfectly to match up with your audience?

Figure out who your perfect customer is if you don't know that already.

There are multiple ways to do that. For example, in Facebook's Meta Suite, you can see statistics about your audience based on their interactions with your Facebook Page.

Now that you have a message suited for the audience go ahead to the next point.

3. How are we reaching these people?

In short, how are we going to send our message to the audience?

Ask yourself:

Am I going to use Email, Meta Ads, or maybe Google Ads?

This is the medium that you are going to use to advertise yourself.

Before you choose the platform to advertise yourself, here's another piece of advice:

Based on what business you have and what you sell, one platform might be better for you than the other.

For instance, Meta Ads is a great tool to have in your toolbox because everyone is on social media these days, which means that your perfect customer might be on Meta right now.

And if you know how Meta works behind the scenes, you can reach the exact audience with the offer that they will respond to. Every. 🙌 Single. 🙌 Time. 🙌

If you would like to learn more in-depth about these 3 marketing principles as well as how to use Meta Ads to your advantage, we have set up a guide that you can have for FREE. 🙌

Click this [LINK] and get your Free Guide, "More Clients with Meta Ads."