

STOP MARKETING LIKE 99% OF THE BUSINESSES DO!

Most of the marketing you see big businesses doing is SH*T! You are daily bombarded by ads but only 1% of them grab your attention. They simply don't know marketing and their ads don't make sense! They do everything except TRYING TO SELL with their marketing. Most of the businesses waste their money in the name of marketing.

Good marketing doesn't require any specific language, region, market or business. It works in every language, every region, every market and every business. It ain't no rocket science. It focuses on the same core elements. The 3 core elements of marketing are as follows:

1. What are we saying? (Message)

Your message needs to be clear and powerful! As mentioned above, people are bombarded with ads every moment. Which means that the message should be razor sharp to cut through the clutter of other sh*t ads.

You can't be BORING! You can't be doing the same thing as the others are doing. It would make you fall in their category of bad marketing and you don't want to be like them.

And no DO NOT MARKET YOURSELF CHEAP! That's the worst thing you can say in your message.

Know your target audience. Build your message with respect to your target audience. Your message should be something that attracts your audience. It must excite them.

2. Who are we saying it to? (Target Audience)

A business needs to know who they are selling to. It is impossible for your message to be for everyone. It must have a target audience.

Let's say your product is a skateboard. You should not be marketing to anyone else but people who are into skateboarding! Your marketing in this scenario should be only towards people who love skateboarding. The other people simply don't care!

Your marketing should be towards those people who have the highest chance of converting into a client. It's as simple as that.

But still most of the businesses make the mistake of targeting the audience which simply doesn't care about their product.

3. How are we reaching these people? (Medium)

Now that we know our audience and the message we want to convey them, the next question that arises is "*How do we reach them?*"

In the past we needed to buy a list of addresses, do direct marketing and many other things which made it quite hard and expensive. In today's age of social media, it is way easier to reach people today than it was a few years ago. It has become way cheaper to reach people.

There are new tools which can be used to make your marketing more effective and cost efficient on social media which makes it the best way to reach your audience today.

Implementing these 3 core elements in your marketing can bring a MAJOR change in your sales. You are wasting your time if you read till here and still decide to waste thousands of dollars on STUPID MARKETING!

Need more help with marketing?

Email us and get free marketing analysis. We will reach back to you within 24 hours.

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