

How to get more leads by focusing on these 3 key points

Do you know how you can win using a knife in a gunfight? Sharpen your knife and learn how to strike.

In marketing, your ads are your knife and getting leads is the way to strike. From here on, you will know exactly what to do for your ads to succeed.

A lot of the time, the message doesn't get through and the perfect target audience isn't interacting. It can also be challenging to find ways how you can reach them.

Money gets wasted without the ads having success. People overcomplicate things but don't have these 3 main things sorted out.

The 3 things you need to focus on are:

1. What is your message?

You need to make sure you cut through clutter. Avoid cliches like "We're cheap" and "We're the best". It should be geared towards what excites and interests your target audience.

2. Who is your target audience?

Focus your efforts on a specific group. Test different audiences to refine your target market.

3. How will you reach them?

Utilize social media and other platforms that allow precise targeting. Consider local scales and interests to optimize your reach.

Let's get in touch and I'll build a marketing plan for your business, for free.