

3 Simple Strategies to Help you Master your Advertising

Most businesses that try their shot at marketing realize very quickly that it can be quite difficult. Especially because it is easy to find yourself in a situation where you don't know what you are doing wrong. And to make it worse, business schools and marketing courses don't actually teach you the best ways to run advertisements for your business. They are all about "brand building" and "getting your message out there" when in reality... This doesn't work.

The problem with this type of marketing is, it's incredibly difficult to measure and it's very expensive. The reason that big corporations can get away with these types of ads is because they have an ad budget worth hundreds of millions of dollars. We don't have that, so we need to find other, more effective ways to run advertisements.

Another very key goal in running advertisements is, they need to be measurable. If your ads aren't measurable, then we won't have any idea of how the ad is performing. You won't know if you are wasting money, or if the ad is actually working very well.

The point of advertising is to get **more sales, more leads, more money** in your business. Ads that focus on "brand recognition" don't help you achieve this goal.

So how can you write advertisements that directly get you sales?

In this article, I am going to show you exactly that, and it all starts with 3 simple elements.

3 Core Elements of Marketing

There are 3 very simple ways for you to design ads that will get you more sales in a cost effective, and a measurable way.

1. What are we saying?
2. Who are we trying to reach?
3. How are we trying to reach them?

If you can manage to get these 3 core elements right every single time you write an ad, you will have more clients than you can manage.

Next time you are writing ads for your business, you'll want to keep these 3 key elements in mind, and make sure you hit them all in a very clear way.

You want to have a very clear message in your advertisements, so the reader knows what you are going to do to help them. It is very important that the prospect knows immediately what the product is, and what it is going to do for them. If you can't get that message across in a clear way, people will scroll past your ad without even thinking about it.

You also need to make sure you know who you are trying to reach with your ads. Having a thorough understanding of your target audience will allow you to target your messaging so that it hits the prospect in a meaningful way. For example, if you are selling makeup, the message needs to be tailored to women. Sure, there might be some instances where a man will buy makeup (I'm not judging), but generally, these products will be sold to women, and the messaging needs to reflect that.

Finally, once you have a well structured message, and at least a rough idea of who you are trying to reach with the ad, you will need to decide on how you are going to reach them. Will it be through an email campaign? Will it be through meta ads? Will it be something as simple as going door to door with flyers? It could be anything. But what you need to focus on is picking an outreach method that will get in front of your target audience. If you are trying to reach homeowners, you could use social media ads, or you could even go door to door, but you probably won't run an email campaign. Maybe you are trying to reach business owners. This would be a good use of an email campaign. Whatever outreach method you choose for your ads, all you need to make sure of is that it will be seen by your target audience.

Getting these 3 core elements right every time can definitely be a difficult task, especially because it isn't taught in business school, or marketing programs at all. They like to talk about "brand building" and "getting your message out there" but the reality is, it doesn't work, and it costs a lot of money.

Focusing on these 3 key points in marketing will significantly improve the performance of your ads, because they will actually get you clients through the door.

If you are interested in learning more about how you can use these 3 elements in marketing, contact me today for a free marketing consultation, and I will help you put together an action plan for your next advertising campaign.

