

Improve your ads results with just a few clicks on Google.

Almost every business owner doesn't do this. Because of that you are losing 62% of your marketing results. In this article, I will show you how few clicks on Google can skyrocket your marketing results.

A common mistake

Let's start with why people don't do it.

Business owners have the idea that if everyone can use their product, then everyone is a customer.

And it's quite the opposite.

It's like trying to go fishing without deciding what you want to catch. You can keep your fishing rod in the water for half a day and the results will be poor. Because there is no bait in the world that will catch every fish.

It's the same in business. There is no product that appeals to everyone.

That's why you need to focus on a specific group of people. The group that has the greatest chance of purchasing - your target audience.

Match your "bait" to your audience

Just as a fisherman chooses bait for the fish he wants to catch. He focuses on those and ignores others. Likewise, you should focus on your target audience.

Okay, but how?

The first thing is to get to know your customer - not every single one. We don't have time for this.

It is enough to know their interests and the characteristics that each of them shares in the target audience. Like interest in fishing - these have something in common.

The most important thing is their vocabulary. Luckily finding it is a matter of a few clicks in the browser. Find a product similar to yours, its ratings and voila. You already know how your audience talks.

Then find out the problems and pains of your target group. With all this, you can create the perfect ad, one that will make the customer think:

"This is for me, the solution to my problem."

If you want to effectively “fish out” your customers from the crowd, contact us.