

# How To Cut Through The Massive Amount Of Marketing Clutter

If your competitors are running ads identical to yours, the only difference being the logo, then what I am about to tell you could drastically change the results of your marketing.

The onslaught of unsolicited media that is thrown at us every day is not going to get any better.

It has been on the rise year over year since we began measuring it, and most companies just want to jump in the fray and get in on the action

So what do they do? Exactly what their competitors are doing. With the logic being “Hey if it's working for them, it should work for me.”

Leaving consumers having the pleasure of viewing what my mentor would call “*Marketing incest*”

A nasty site right?

## **You See Up To 9,864 Ads A Day.**

We have all been trained to spot an ad and avoid it like the plague, unless you are like me and watch infomercials for fun, and I'm going to assume you are semi-normal and don't find joy in that.

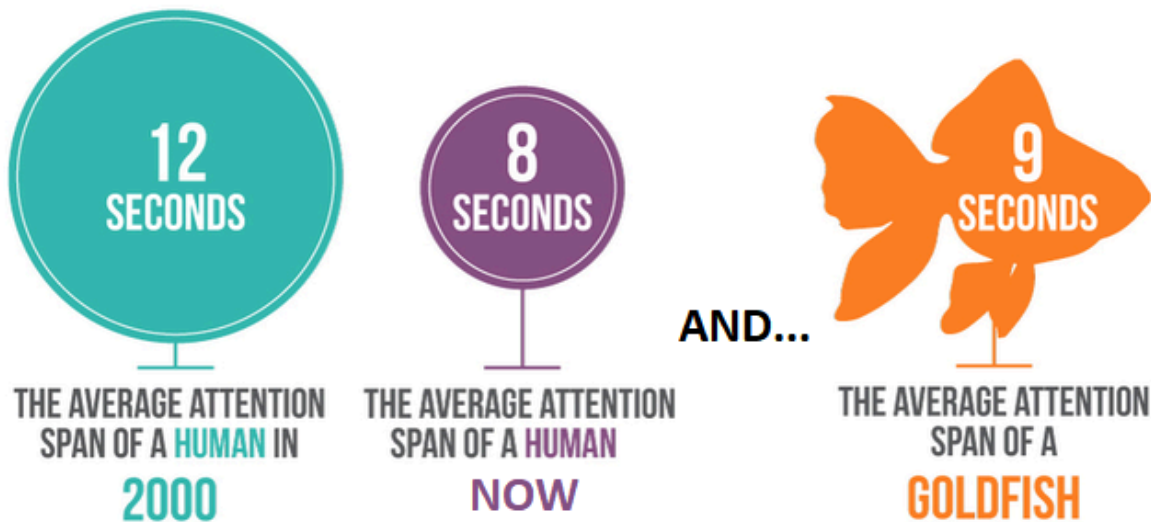
So, you need to take some steps in your marketing and advertising to make sure that you pierce through the clutter.

Hardly anybody gets up in the morning hoping they're going to see an ad from a clothing brand, and no one is forcing them to pay attention to it. They may be distracted, busy, or think they're not interested in this topic.

Everyone is increasingly numb to it all.

## **Combine That With A New Modern Problem:**

The attention span issue.



While people's attention spans have never remained consistently high, It's just more and more of a challenge to command the attention long enough to have a chance with them.

### **So How Do We Get Them To Pay Attention?**

At the end of the day, buyers are buyers and we are selling to people.

Humans will always want to buy stuff—that won't change. I have no explanation for that; I wasn't in on that decision.

So the key is to reach out to people who are predetermined to pay attention to you and your message, who have a high probability of being so interested in that message that it will leap out at them, even if it's buried in clutter.

If you are selling custom garage flooring, the task is pretty obvious: target and write like a car enthusiast.

The lazy guy runs the same ads with the same message to a melting pot of audiences and does no customization.

The smart guy customizes everything and is constantly testing with the intent of delivering a winning message to their perfect audience.

### **Be The Smart Guy**

You have to focus on what personally interests your customers, not the masses. Lets say we both suffer from back pain.

My back pain might be from heavy lifting.

Your back pain might be from bad posture over the years.

Talk to me about fixing an on-the-job injury causing back pain, I'm all ears.

Talk to you about therapy to fix posture, you are all ears.

This approach makes the ad rise right out of the clutter—while everything else might get scrolled past, your ad won't.

Implement these strategies into your marketing and I guarantee you will see improvement.

P.S. Once you have their attention, social media gives you new and different opportunities to convert your audience that a lot of people don't take full advantage of.

P.S.S. I created a full guide on it; [click here](#) to grab your copy and start outsmarting the competition.