

What is good marketing

Better Marketing in one article!

Subject: Better marketing in one article!

Problem: Don't know how to market or don't know where to start

Agitate: Have no guide or mentor to show you how and where to start marketing.

Solve: Image and headline are most important!

Close: Get in touch with us and we will review and analyse your marketing for free!

First Paragraph:

The majority of business owners (unless your business is about marketing) don't know much about marketing. And that's completely understandable, you've got more important things to be worrying about... Your business!

DRAFT 1:

Become better at marketing
By the end of this article!

The majority of business owners (unless your business is about marketing) don't know much about marketing. And that's completely understandable, you've got more important things to be worrying about... Your business!

Marketing is very hard, most people attempt it and give up. This article will make it so you're the odd one out and won't quit. Why? Because you'll be an expert marketer. And what business owner doesn't want to be an expert marketer?

It'll save you so much money!

And who doesn't love money right? It shows your business is doing well.

Marketing can be like trying to solve a 10,000 piece puzzle. Very confusing and time consuming and most of the time you don't know where to start!

A lot of the "Marketers" Nowadays have little to no idea how to properly market, and that's because they've never had someone show how to or where to start, they just jumped right in and gave it a try.

And if you do that it'll never work out.

I'll show you one of my first ever ads I made and I'll point out the mistakes and explain why.



This is a bad marketing example. I was about 16 when I made this. Just started out marketing.

First mistake and a big one is the headline, “We are an advertising and marketing agency” Terrible.

The title is very bad, my child could do a better job, and that's because it's not attention grabbing whatsoever. People will read that go “Nice” and just keep scrolling simply because they don’t care who we are.

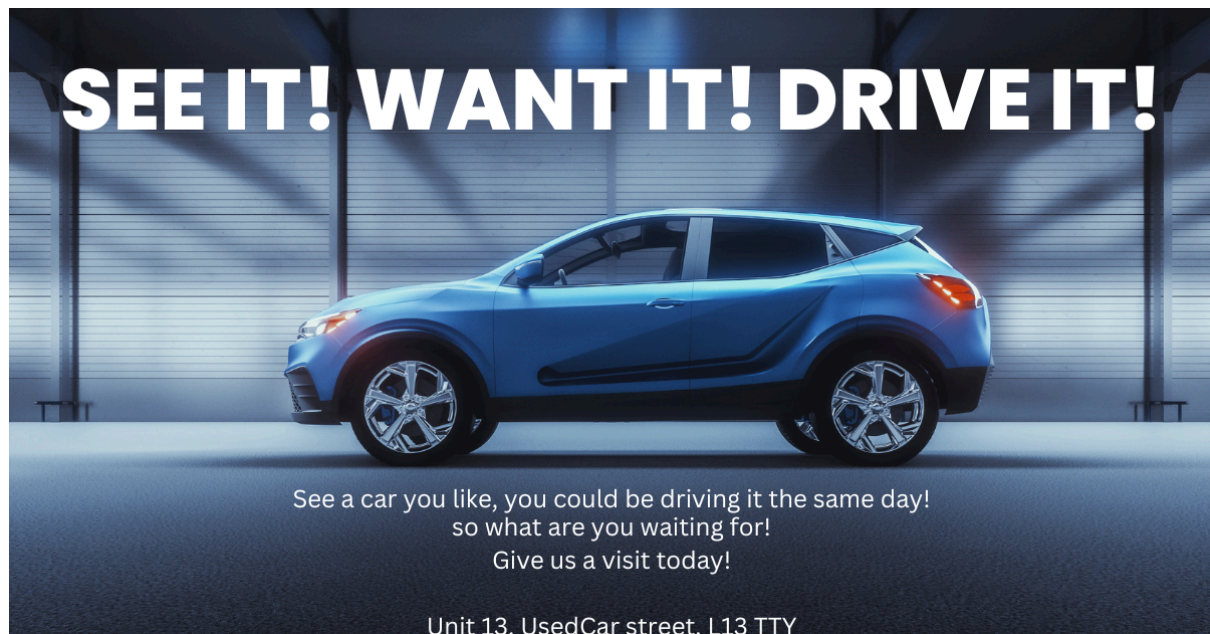
This brings us onto the second one which is the “Logo” well if you can call it that. I didn’t have a logo at this time so it was just my business name. But that doesn’t matter, the main problem is that it’s huge!

To be honest I think that the logo catches the attention more than the title.

And finally.

The picture of the random dude. It’s just got nothing to do with Advertising or Marketing.

Now I'll show you a good example.



This is a mock advert I made not long ago for a car dealership. The title and the image are the 2 most important things when it comes to catching attention.

An advertising legend David Ogilvy said “people look at the image. Then, they scan the headline.” Therefore if you have a great image and title, you will always grab the attention.

In this example you can see the image is relevant, it makes sense!

The title grabs your attention easily as well.

The title needs to snatch the attention, it's got to metaphorically grab them by the throat and keep them there.

It needs to be impactful, powerful and cut through the clutter, so avoid doing what your competitors are doing and you will create a good title.

The image, it's got to be relevant, it can't be just some picture of a random dude or some tall buildings. It needs to make sense.

Target audience, also very important. You can just advertise to everybody because your conversion rate will be terrible.

For example if you sell ballet shoes, Your product is 10/10, Your pitch is 10/10 but your audience is a group of Harley Davidson bikers, 9 times out of 10 you'll get no sales, because it's the wrong audience.

When creating an advertisement, it MUST be easy for the audience to say "Yes", by giving a simple CTA (call to action). If you ask them to take a 20 question survey and send it in you'll never get a conversion. Simple is key. Eg. Call today at: XXXX.

Easy right!

Lastly, I know you don't want to hear it but they don't care about what you do! They care about themselves, how can this benefit THEM, how can this fix THEIR problem, how will it help THEM.

It's all about them, not you so don't make the advert about you, a bad example is, "We can do this, We can do that." Be more like "With us YOUR business will see massive results and YOUR business will go to heights you never thought was possible!"

And that's just the tip of the iceberg when it comes to marketing, There's so much more to it.

If you'd like an expert to properly analyse your marketing and give you feedback where feedback is needed, get in touch via our website and I personally will review your marketing free of charge and give you the necessary feedback to take your marketing to the next level.

Ethan Jones
YWF-PRODUCTIONS

WWW.YWF-PRODUCTIONS.COM