



7 Powerful Lessons to Build Your Marketing On

1. Most businesses work too much on capturing demand and not enough on demand generation.

Capturing demand is when, at a specific point in time, a customer is looking for just the type of service you provide, and, you being in the right place at the right time, they buy from you.

The problem with that is 95 percent of your target buyers aren't looking for you. The solution is to generate future demand through pre-marketing. You need to raise awareness of what you do and what the benefits are. It might be being active on organic social media or brand ads, so when people are ready to buy, you'll be top of mind.

Note: the better the quality of your content, the more likely you'll see results.

2. Most businesses focus too much on their features rather than their brand.

The trouble is, features can be copied. As the market gets more competitive, the competition catches up. The only way you can separate yourself is with brand.

Take the field of accounting. A brash, high-energy accountant with a sense of humor stands out against the stereotype of his peers being dull number crunchers. Consider how you might do the same.

3. If you want to sustainably grow leads and revenue through marketing, it actually takes longer than you think.

If you've seen the ads where someone spends \$50 and makes \$80K ROI, know that it's not sustainable. It might work once, but after that you have to reinvent the wheel. It's not predictable and repeatable. And ad spend is getting progressively more expensive.

To have something sustainable, you need to build an audience, and this doesn't happen overnight. A lot of people think that if you build, they'll come, without any promotion. It doesn't work like that. People today have either too much choice, or not enough time or attention to give you. You need to give them good reason to spend that time and attention with you, and you have to do it consistently, for the long haul.



4. Consistency wins.

Some of the most successful brands weren't built overnight. If you show up week in, week out with quality content that educates and entertains your audience, your business will grow. Note: high-quality content that educates and entertains. You want to make your audience better, help them succeed, and build a strong affinity with your brand. And you can only do that by delivering value.

5. Don't look at what the big brands are doing.

Brands that have a large market share can get away with more complacency. They have a brand presence already. Small businesses, on the other hand, need to fight tooth and nail to even have a fraction of that presence. So when you're seeking inspiration for your marketing, don't look to the big players.

6. Personal brand is now more important than company brands.

if you run a service-based business, or you're in B2B, then you need to understand that people buy from people. Tesla has Elon Musk; Apple had Steve Jobs. The competition might copy features, but they can't beat a personal brand. That is the ultimate moat.

7. Traditional selling is dead, and in its place is modern-day marketing.

The internet today puts more information at buyer's fingertips than at any other time in history. That makes it possible for businesses to efficiently find and target their audience with marketing. People buying now do heaps of research. Sales reps are now more facilitators than salespeople.

Good quality marketing now is all about educating and teaching the audience the benefits of your service, and positioning you as the trusted expert. So forget about tactics, funnels and tripwires. Focus on delivering value to your audience. Help them improve their lives, get better at what they do, succeed, and do it all for free with the content that you create.

In return, when you have something to sell, or when they want to check you out, or they decide they need your services, they will find a way to find you.

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