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Marketing is all about people.

Effective marketing connects with customers on an emotional and psychological level, builds relationships and trust, and communicates value to them. It's about showing them that you understand their pain, problems, and fears, that you care about them, and how you can help them achieve their wants, dreams, goals and desires.

IDEA

Define Your Product/Service:

- What makes your product or service unique?
- How much will you charge for it?
- How will you deliver it?
- What are the benefits?

Identify Your Target Audience:

- Understand who your target audience is, including their demographics, behaviors, age, gender, interests, etc.
- What do your best customers have in common?

Map Your Message:

- Point A - What are the pain points your target audience experiences? (pain, problems, fears, frustrations)
- Point B - What are the joys your target audience is looking for? (wants, dreams, goals, desires)
- Build the bridge: How does your product/service get your target audience from Point A to Point B?

AUDIENCE

MESSAGE



For More Information Visit: vpmedia.online

MEDIA

Choose The Media: (Ex. social media, website & SEO, email marketing, Pay Per Click advertising, content marketing, and more)

- Where can your target audience be reached? Where do they spend their time?
- What type of media do they prefer? (video, audio, text format)
- When and how often will you communicate with them?

Create A Process:

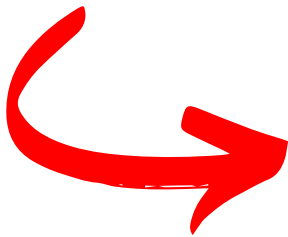
- Using Steps 2-4 as a guide, determine how you will attract, engage, and convert your audience.
- How to apply - Develop content that addresses your target audience's problems, identifies their joys, and then positions your product/service as the bridge.
- Not everyone will buy right away. Establish a process for retargeting your audience with more information, value, and insight about the benefits of your product/service. When done correctly, frequency builds trust.

PROCESS



Not sure where to start?

There are a TON of different formats, platforms & strategies out there to choose from. With so many options, few businesses have the time to figure it all out.



Instead of guessing and wasting precious time & resources, why not hire an experienced marketer to do it right the first time?

Call and schedule your first consultation today!

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