



## How Market Sophistication Impacts Your Marketing

The average marketer gets average results with their marketing. How do you elicit a better-than-average response to your efforts? Growth Labz's Will Wang says it depends on your market's sophistication.

### **The starting point**

Strategic thinking is key. You want to ask, what will make you stand out from the market? Why will people choose your help over that of your competitors? Hint: if everyone's doing it, that's a massive warning sign.

### **How sophisticated is your market?**

How much marketing has your audience been exposed to? What level of marketing do they see on a daily basis?

#### **Level 1: Claim**

A market that hasn't been tapped much is pretty clean. That means a simple claim will suffice. For instance, if we take the "make money online" market, you can say, "I'm going to help you make money online." That will be enough.

Or in the homeschooling market, "I'm going to give you a resource that's going to help make homeschooling easier."

#### **Level 2: Amplified claim**

This is where a claim alone will no longer do the job. They've heard it before, Make money online. What you've got to do is amplify your claim. Get specific, add a timeline. Ex: Make \$100,000 online in 30 days or less.

In the case of homeschooling, you might be more effective saying, "Here's our three-step process to help you create your homeschool plans in two days or less."

It's worth noting that even in a Level 1 market, there's no harm in going straight to an amplified claim. This, says Will, is where they typically start anyway, with good results.

#### **Level 3: Unique mechanism**

In the third level of sophistication, you focus on setting your product apart with a unique mechanism, or USP (unique selling proposition). If before, you said, Make 100K online in 30 days or less, your USP might be, This unique way of writing copy is going to help you make 100K in 30 days or less.

How do you determine your unique mechanism? Consider the times you've done really, really good work. What did you do, specifically, to get results, that you haven't heard of elsewhere?

Or what in your background enables you to excel in solving problems? Will Wang, for instance, a former data analyst, take a very data-driven approach to his lead genera-



tion business.

#### **Level 4: Emotion**

When claims and USPs no longer work, you need a whole other element to get attention. This is where emotion, storytelling and branding come in.

Weight loss and fashion are two highly-sophisticated markets that rely on emotional marketing, stories and brand appeal to convert. Nike and Adidas sponsor athletes and celebrate their stories. Weight loss marketing is a lot about the struggle, the before and after.

#### **Too much story?**

Given, storytelling is a powerful medium. But can it become too much of a good thing?

When the market is saturated with tales of rags to riches, it can lose its impact. So if you have no story to tell, it can be effective to simply approach it as, "I don't have that kind of backstory for you. You're more intelligent than that. I'm going to respect you. Here's what I do have."

Mix up your material. Sometimes stories are well-received. Sometimes, people just want the point.

#### **How do you know it works?**

Like much in business, the numbers will tell you what you need. When people have been on your list for a time, you will see which emails are working, and which aren't. The data should drive your marketing approach.

#### **Does segmentation help?**

If you can put out marketing that resonates with your audience, you're ahead of 90 percent of the herd. Segmenting is a very good way of being more relevant. Have branches and sub branches in your messaging depending on user response. Referencing prospect behavior will help you get better open rates and engagement.

#### **Parting tip:**

Will Wang advises: You've always got to be innovating. If you're operating above where your market sophistication is, pretty soon the market is going to come up to where you are, and you've got to always be one step ahead. It's about constant innovation, testing, using numbers to direct where your tests are going, but also understanding from a psychological perspective what your audience wants, and also what they're experiencing.

Need help generating leads? Will and his team are at [GrowthLabz.com](http://GrowthLabz.com)

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