



6 Useful Things To Know About Today's Marketing Climate

1. Ad costs are way cheaper than they have been for the past few years.

On some accounts, costs have dropped between 40 to 60 percent. This means if you have a product that sells, getting it in front of your audience will set you back less.

2. Front end conversions have dropped somewhat.

This means that although people are more willing to explore buying options, they're a bit more cautious about spending. That said, they're still looking for solutions, so if you can address their objections properly, that paired with lower ad costs can get you some great results.

3. Ad campaigns may take longer to convert.

Since you're more likely to get an opt-in than an outright purchase, nurturing a relationship with the customer will be important. A good email sequence or other means of conversation will help in leading to the sales event. Think of your conversion timeline in terms of months, not days or weeks. Instead of aiming for revenue as soon as possible, build some redundancy and time lag into your conversion piece.

4. People are still willing to spend large amounts.

While consumers might think twice about spending small sums upfront, they will pay bigger amounts if you can answer their objections and make it clear that your product is the solution they need. Consider the phenomenon of freezers selling out. Freezers aren't cheap, but they were considered necessary.

5. It's a good time for list building.

Take advantage of lower ad costs to build your database and start relationships with leads who in the long term can eventually become customers.

6. Your audience is sick of the negative.

These are challenging times for many, however there's no need to mention it in every ad or email you produce. People appreciate positivity and will respond better to your offer if you can word it in an optimistic manner. Focus on value. Focus on results. Focus on how they stand to benefit from your product.

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