



## How to Get Better Marketing Results with Less Cost and Effort

Many marketers are of the mind that they have to be everywhere. Not only is this unrealistic and a drain on resources, but if conversions are your goal, it's also ineffectual.

What is key to successful marketing is identifying where you get results and focusing your efforts on those areas.

### **Are you hung up on vanity metrics?**

A strange reality is that you can get thousands of podcast downloads, tons of followers, and heaps of reactions on social media - and have no way of turning it into cash, because you haven't been optimizing for the right things, things such as getting new clients and turning a profit.

Likes won't pay your grocery bill. So the next time you put out a piece of content, consider not how many likes it will fetch you, but whether it will interest someone in you and your product, eventually leading to a sale.

### **Who are you trying to reach?**

All good marketing starts with knowing who your audience is. If you don't know that, you can't possibly hope to market effectively.

If you've already got great clients, you'll likely want more like them. So get to know them. Find out which of your material resonates with them, what they like about you and your product or service.

If you're a startup, you may want to begin by testing a couple of different audiences. Or you can look at other, similar businesses and see what type of customers they've got or are chasing.

### **Knowing where they are**

Given that you now know your target audience, find out where you can access them. Are they on a certain search engine or social media platform? Do they follow a particular personality? Attend certain events? Do they frequent sites related to a specific niche?

### **The equipment you'll be needing**

Say you've discovered many of your ideal customers are on YouTube. Video automatically becomes an important medium to you, and with it the equipment needed to make effective videos.

If audio podcasting is more your audience's thing, you want to gear up with the tools needed to put together and deliver a quality show.



## **Content that gets traction**

Knowing what your audience wants, their needs and preferences, you can go about creating content that resonates with them. A good way of informing your marketing is by actually asking satisfied customers why they bought from you. Uncover what works, and do more of it.

## **Not what you want, but what they need**

If your sole aim is to express yourself, you can put out whatever content you feel like making. If your goal, however, is to make a living, it has to be about your audience. You can be an artist insofar as people will find value in it, value that they will happily pay for.

## **Let them know what you're selling**

People need to know you have a product before they buy from you. So lest you forget what your content is ultimately for, mention what you've got for sale. Suggest that you can provide help for a pressing need. Put yourself out there.

Arrange your content so that each piece stacks into the next, creating a sequence that will naturally bring your customer to you. And remember to include the calls to action that will let people know you have something to offer.

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