
Marketing

196 words

1136 characters

How to use the marketing in 2021?

Everyone wants to be the best marketer in the World for sailing their products as well. So, you can look for a legion of courses, watching millions of videos, or asking myriads of questions to famous marketers. But if you don't start to do something for sales now, your skills will die without birth.

So, let's begin with these five rules of marketing and perfect sales.

1. See marketing as a form of love, play, and generosity. It means that you can't sell something without real love and emotionality for it.
2. Find your niche and rock it. If you market things that you don't know or hate, you leave this job very soon.
3. Write authentic marketing messages that sell. Yes. You should know how copywriting works and how you can use it for your market.
4. Use social media effectively and ethically. Don't use any black schemes for the promotion of your account on social networks.
5. Collaborate effectively and build win-win relationships. Don't forget about win strategy and customer expectations.

I'll write more about these points. But now, you can start to use them in your everyday schedule. Just begin.

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278 words

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Why do you need to see marketing as a form of love, play, and generosity?

First of all, why you've started to do marketing?

Is it because you want to hit on people? Or maybe you enjoy receiving rejections? Or you like when everyone closed the doors in front of your nose? I don't think so.

But when you start to do something in marketing like years ago, you pass all the described obstacles. Yes, definitely.

What do you feel when I told you the word: **MARKETING**?

Are you afraid? Or you want to close your ears? Maybe you feel like the student who is dressing down? Somebody starts to cry and say to stop thinking about **MARKETING**. But what about you?

If you really understand the marketing process, you will feel love and pleasure. Your marketing is to make the perfect life of every people.

Today you should not knock on all doors on every street. You have online marketing tools! That's why your job becomes a breathtaking trip in the online world.

Just look at the details. What do your clients want? Are they hungry? Oh! It's great! You have a sandwich! Take the sandwich to them!

Are they cold? Brilliant! You have a fire to warm them up! Just tell them about it!

Using love, play, and generosity in everyday marketing is the best way to do marketing.

Your clients become happier, your job will please you, your family will be strong, and your children will have everything they want. Your dreams become true when you look at marketing with love, play, and generosity.

Just try! And write down what are you feeling then?

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252 words

1289 characters

Find your niche and rock it

If you love marketing, you can stay with it for years. But you should find your niche. Another way will be wrong.

When you ask me about the best way to marketing in 2021, I tell you to find your niche and rock it.

Every day I meet people who leave marketing because they chose the wrong niche and can't stay in it for years. If you want to make the right choice, you need to look at your skills.

Do you like yoga? You can make the yoga classes. Or work with a yoga instructor.

Do you like to make people healthy and happier? You can develop a school of healthy eating. Or work as a marketer with a nutritionist.

Do you like to schedule advertising on Facebook? You can start your SMM-career or build an SMM-course.

Do you like to write texts? You can open writing classes.

Do you like to write copywriting texts? You can teach people to make texts that can sell.

As you can see, this is the main idea of my article today.

If you want to be a successful marketer, you need to find your niche and rock it.

If you want to be a successful entrepreneur, you need to find your niche and rock it.

If you want to be a successful person, you need to find your niche and rock it.

Just start today and find your niche.

And write down what are you feeling then?

Marketing, Copywriting

243 words

1334 characters

How to write authentic marketing messages that sell?

Most of us think clearly about texts that sell. But when we start to write something for a new advertising message, we forget about all our right things.

First, we forget to use Direct-to-Consumer.

Let's imagine. If you were your potential customer, what would you want to hear or read about your product to make you want to buy? Is it what you write in the last message? No? Okay! Just change it and write what your client wants to hear for a deal.

Copywriting is not about the needs or desires of a marketer. It is about the needs and desires of a customer. If you started to write about emotional expectations and the desired picture of life for your clients, you would sell your goods as the best red roses before Valentine's Day.

Second, we forget to offer a solution to their problem.

What would your product give to your clients that helped them not be worried about money and buy this thing?

Every item in the world can deal with human problems. What does make your goods for people? Just find answers to this question and write it, as many as you can imagine. Then test them all.

That is not the whole list about our mistakes in marketing messages that should sell. But if you start to use them correctly, you would find new customers and make sales every day.

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270 words

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Use social media effectively and ethically

Don't use any black schemes for the promotion of your account on social networks.

What is social media?

In the chase for popularity and followers, many businesses are losing confidence in their current customers. How does this happen?

There are a lot of black schemes for the promotion of accounts on social networks. Today everyone can buy followers or likes under posts or comments, but real people want a real connection with you or your brand.

Every person wants to be socially active and getting recognition from other people. Why they start their social pages? Because they want to find someone who understands them and has the same interests. When they have many likes under their posts, they feel their popularity.

If you have thousands of followers with irrelevant comments, you can lose questions from real people. If you have a legion of fake followers, you are kidding yourself.

When you start the chase for followers, you lose the main idea of social networks with your customers. The main question of your clients is, "How you or your product can make their life easier and happier?" That's all!

They don't have any interest in the number of your followers. They want to solve their problems in the best possible way.

Just be sincerely interested in your customers, tell them how you can help solve their problem and they will buy your products with great pleasure.

Stop kidding yourself. Stop the chase for popularity.

If your product is the best possible thing to solve customer's problems, you will be a celebrity in your niche.

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233 words

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Collaborate effectively and build win-win relationships

Your collaborative strategy in marketing had started since you began to think about your business. The last point on my list is not the least in marketing.

Look! What do you have around you right now?

Is it cozy and warm plaid that keeps you warm?

Or is it your favorite big mug with some delicious drink that helps you think clearly?

Maybe it is a healthy snack that brings you energy and nutrition.

It can be your cellphone that makes your days happy and productive.

All of these things solve your problems. You, as a client, won because you solve your problems after purchase. The sellers of your plaid, mug, and phone won because they got a sales reward.

Win-win strategy! You, as a customer, got your expectations about every stuff, and you are happy. The seller got his sales commission, and he is happy too.

Now think about your purpose. What problem does it solve? Think about happy people who use your product or service. Share that purpose with more people who will love it.

If you sell the best product, choose the right benefits, select the right audience, you will make a deal. If you have mistakes on any step, you will lose customers and deal every time.

Use these five rules in marketing, and don't forget about win strategy and customer expectations.

