



BLOG

CAPTURING YOUR AUDIENCES' ATTENTION



Some think that if they had no competition – it would be better - easier - simpler. While others know the *real* truth about competition - it keeps you sharp, wards off complacency, stimulates creativity *and* gets you to think outside of the box.

So how do you capture the attention of your audience in a world that is dominated by others offering similar products or services? Perhaps you have a protected territory or niche, but if you are out there alone and need to differentiate yourself, how do you do that in the best possible way? Getting help from a marketing expert is probably the best option, but if you are on a tight budget or want to do it yourself, then consider the following suggestions:

1. **Get clear on WHO your “target audience” is**
(age/gender/socio-economic/niche)
2. **Determine WHAT you want to say to them**
(your specialty/your offer/why you/why now)
3. **WHERE can your audience be found?**
(online-social media/word of mouth/community)
4. **Know your WHY**
(people often buy *why* you do what you do, not just what)
5. **WHEN is the best time to approach them?**
(seasonal/special event/episodic/residual follow up)

The last step is **HOW** best to market to them (whether new or residual customers). It's really the implementation stage once the rest has been decided. When looking at your marketing options, look at what your competition is doing as that can shed some light and give you ideas, Get help to design an ad whether for online or printed. Decisions like colors, pictures, videos, even your verbiage are **KEY** to getting noticed or getting overlooked. Be timely, consistent, and clever with your efforts, then track your response and adjust to the results - **in order to gain more interest and engagement**. There is a resource below to get the creative juices flowing, or if our team of virtual assistants and affiliates can be of help while you implement these great ideas - please reach out and let our full circle team support give you time to optimize, grow, pivot and succeed!

[Small Business Marketing Strategy](#)

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“A daisy in a garden fits in; a rose in a desert stands out”

Matshona Dhliwayo

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