Strategic Five Marketing's Guide to Attention-Grabbing Marketing

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In today's saturated and competitive market, it's integral for businesses to market their products so that they have a lasting impact on consumers. Strategic Five Marketing offers their valuable guide to attention-grabbing marketing.

No matter what approach a business takes to marketing, be it print, face to face or television, it's vital to a marketing campaigns success that a business fully understands the needs of their target audience. For a campaign to succeed, businesses need customers to engage with their brand, however if a potential customers' needs are not addressed in a campaign, there will be no engagement and more importantly, no sale. Sales and marketing firm Strategic Five Marketing believe that it's now more difficult than ever for companies to attract and retain customer attention through marketing. With so much daily exposure to all forms of marketing, a worrying number of businesses are struggling to create campaigns that make a lasting impression in the minds of potential customers.

Working in the direct marketing industry, Strategic Five Marketing specialise in providing businesses with face to face marketing solutions that are proven to get results. Working on behalf of their clients, the firm brings the brand direct to the customer, offering them the opportunity to ask questions and interact with a brand through presentations and demonstrations. Strategic Five Marketing has found that by meeting with potential customers in person, they have been able to build and maintain stronger customer relationships for their clients and increase sales.

Through their experience in the industry, the firm have recognised the importance of consumer centric approaches in marketing, to help other businesses increase sales through effective marketing, the firm have offered their five-step guide to attention grabbing marketing.

Relevance

The most successful marketing campaigns tailor their content to make it relevant to their target audience. By addressing customers' needs and outlining how they could benefit from the product, rather than bragging about its features businesses are more likely to grab customer attention and make more sales.

Credibility

No one likes to feel ripped off, which is why many customers think long and hard before settling on a brand, taking the time to research their reputation and credibility. Strategic Five Marketing believe that once a business has caught customer attention by outlining the benefits of their product, then is the time to build customer confidence by highlighting why they are a creditable and trustworthy business.

Headlines

Whilst many may believe that this only applies to print marketing, a headline can in fact apply to any marketing form. Every marketing campaign needs a strong introduction. Where many businesses may be tempted to lead with the name of their product, Strategic Five Marketing believe it's more important to lead with a question that will draw the customer in and spark their curiosity.

Layout

When creating print advertisements or marketing brochures, it's important for businesses to remember that simplicity trumps expensive looking design and graphics. Typography and illustrations may seem more appealing and interesting; however if used in the wrong way, it can look confusing and lead to the customer losing interest or becoming frustrated.

Website

Many customers turn to brand websites as a means of accessing quick, concise information. Strategic Five Marketing understands that, from a business perspective, loading a website with videos, animation and graphics could seem like a good way to stand out among competitors. However, adding these elements could seriously affect the efficiency of a website and has the potential to alienate and deter potential customers.

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