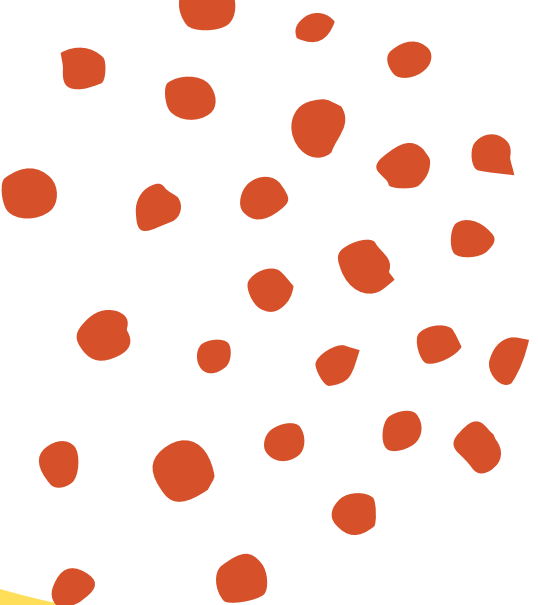


28 Tips To Cure Unresponsive Marketing Content

By Susan Regier





WHEN IT COMES TO MARKETING,

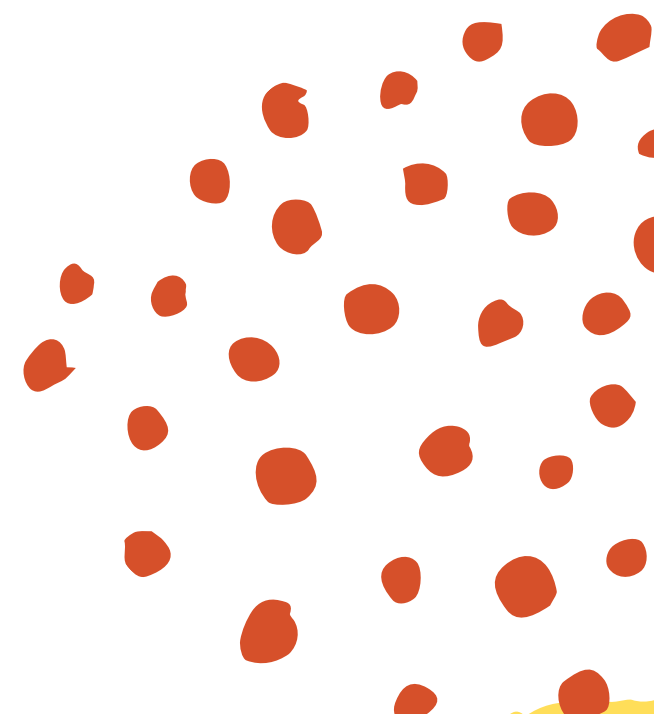
you may have wondered why your efforts have fallen flat. Often, the answer has more to do with what you say and not with where you're saying it.

The good news, it can easily be fixed.



YOUR FIRST STEP IS TO BE OPEN.

Read your content from the perspective of your customer, as if you don't know anything about your business. It may not be easy, but it is vital to get into their mindset.



THEN READ EVERY PAGE OF YOUR WEBSITE

It may be helpful to read your content out loud. Look at your social profiles. Review all marketing collateral. And consider the following tips to ensure you have a client-attraction message that is clear, compelling, and converts.

#1

Understand the issues your audience is struggling with regarding your products/services.

#2

Tap into their emotional triggers – their fear, frustrations, and concerns.



#3

Focus on results
and outcomes.



#4

Answer all questions and
objections.



#5

Share customer
experience stories.



#6

Define your position and point of differentiation in a way that is meaningful to your customers.

#7

Include
an irresistible offer than sells itself.

#8

Limit the words "we" and "our" – use
"you" and "your" instead.

A decorative background featuring a large, irregular yellow brushstroke shape. In the top-left corner, there is a cluster of red dots of varying sizes. In the bottom-right corner, there is a thick, red, wavy brushstroke. The text "#9" is centered within a white oval on the yellow background.

#9

Your headline must grab attention, communicate a strong benefit, select the right audience, and answer the question, "What's in it for me."



#10

Use engaging keyword-rich subheadings.



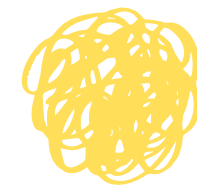
#11

Cut unnecessary adjectives, adverbs, repetitions, and meaningless words.



#12

Use short words, short sentences, and short paragraphs.



#13

Use informal, conversational-style language.



#14

Eliminate overused platitudes, such as “We offer great service” or “We have the best products.”



#15

Be specific. Instead of saying you’ve helped hundreds of people, be exact. Say your product has changed the lives of 685 people and counting.



#16

Add keywords that are optimized for search engines and speak the same language as your prospects.

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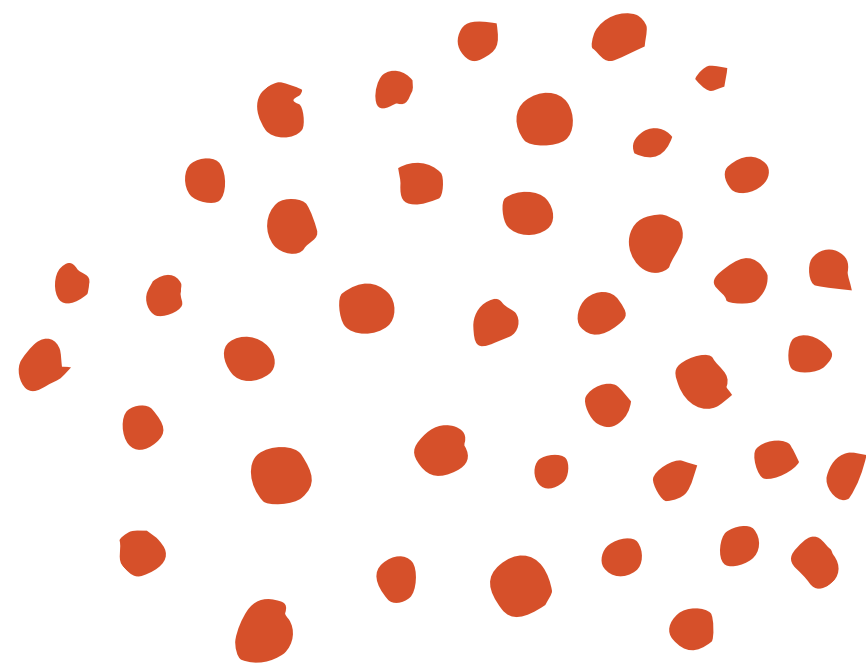
#17

Write directly to one person (remember,
only one person is reading your
stuff at a time).



#18

Ensure the “voice” of your content fits your brand.



#19

Add bullets and charts for emphasis.



#20

Images should work in harmony with the content.

What Our Customers
Are Saying



#21

Include marketing-driven testimonials that share outcomes and sell you/your product.



#22

Tap into the ultimate benefits
customers gain.

#23

Build trust and confidence
with your content.

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#24

Offer a specific, low-risk
easy-to-take action that helps
prospects take the next step.



#25

Share your story and the story behind your brand.




#26

Make it easy for customers to contact you and buy from you.



#27

Include video and shareable social links.



Consistency
is the key!

#28

Continually
add new content and resources
to your website.

ABOUT SUSAN REGIER



Helping businesses like yours be: Incomparable | Irresistible | Unforgettable

Susan is an in-demand copywriter, brand storyteller, and business transformation coach to ambitious entrepreneurs who want to have a profitable business they are passionate about. She has the uncanny ability to find the hidden gems in a business that can ignite sales and profits for her clients.

Her private coaching programs help you reach a wider audience, attract more clients, make more money, and have a greater impact on those you serve.

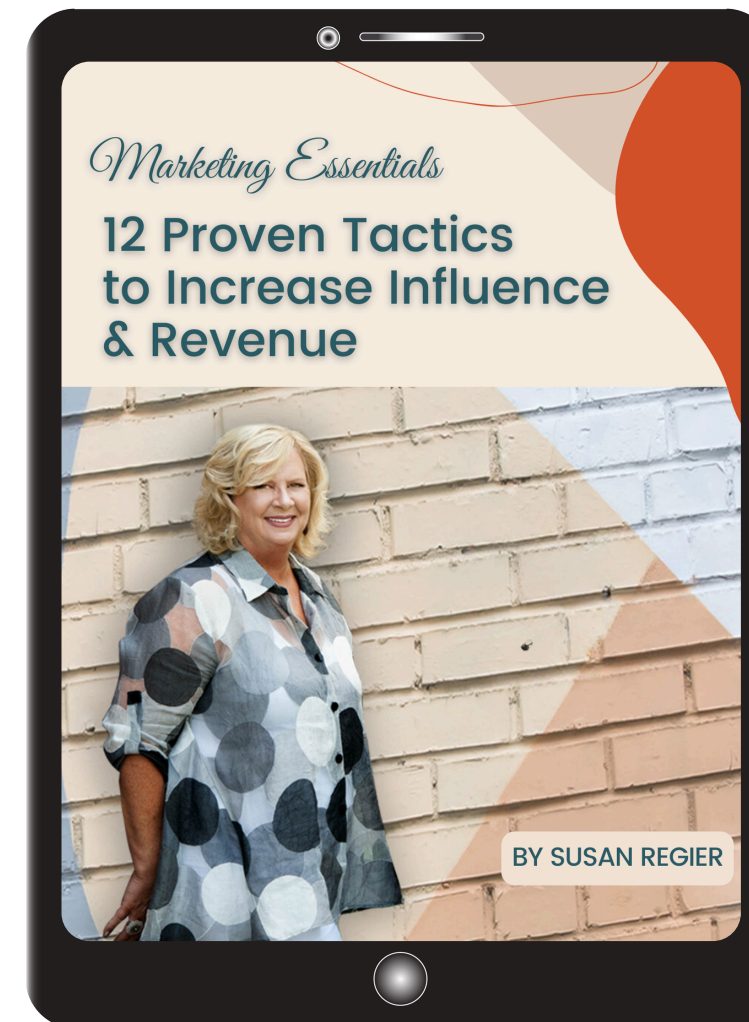
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