

Learn These 5 Simple Steps to Make Your Marketing a Success!

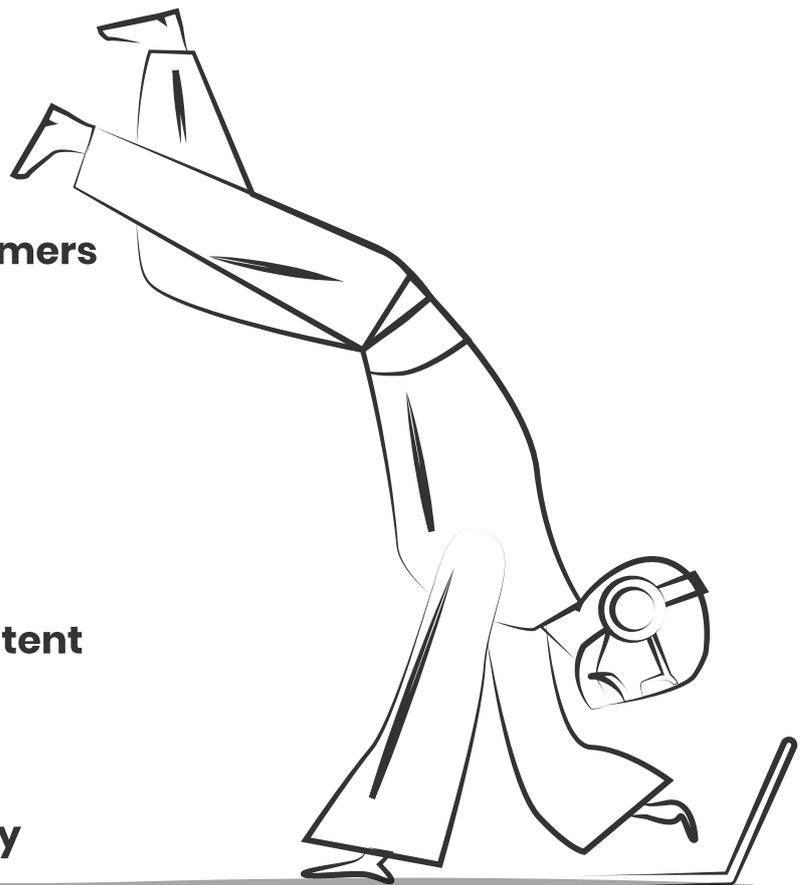
1 Define your marketing goal

2 Describe your potential customers

3 Choose the right channels

4 Create compelling content

5 Evaluate your results regularly



Brought to you by the **groost team**
See more at groost.com

Are you unhappy with your current campaign performance?

Is your goal to reach more potential customers and finally make your marketing a success?

Marketing is not rocket science. Agencies know that, yet they'll charge you thousands of dollars for their knowledge and services. We give you this knowledge for free. Below, you'll be introduced to five simple steps that will increase your marketing effectiveness by more than 90%. Guaranteed.

We know that because we have helped more than 500 customers apply this knowledge and grow their business.

Now it's your turn!



The world is connected like never before!



Take advantage of it!

There are **more than 4.5 billion people online** that are spread out across hundreds of various social media networks. The tactics we will show you work on all of them. What varies across these networks are the different ad interfaces and terminology.

However with **groost**, we have simplified this and when you use our app, you learn only one interface and you can manage all major networks from there. Thus, you save hours of work.

What you need to keep in mind are these five basic steps...



Step 1

Define Your Marketing Goal



As obvious as it may seem, most businesses cannot clearly set their marketing goal. That's a huge mistake right from the start. Save yourself time and money by being clear on this.

There are many types of goals:

Audience

example

Reaching as many people as possible in a defined area.

Engagement

example

Getting more likes, shares, or conversations related to your content (typically on social media posts).

Financial

example

Selling more goods or services.

Other

example

Finding out how many people already know your business (market research).

Set your goal before you start any campaign. It will help you set expectations, as well as get the most out of each ad platform.

Step 2

Describe Your Potential Customers



Gone are the days of TV advertising.

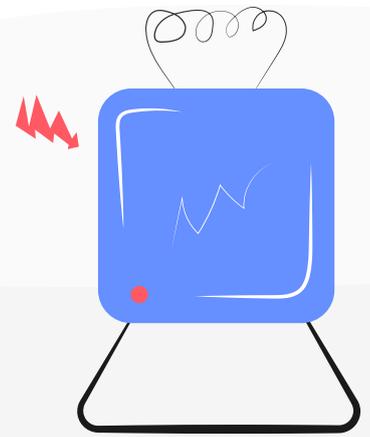
Today, thanks to tons of data that ad platforms collect, you can find your customers with greater precision. **Make sure to describe your ideal customers as thoroughly as you can.** Think about their demographics like age, gender, location; interests and hobbies; values and life events that may be relevant to your business.

Stop throwing money out of the window with ineffective campaigns. Find people that matter most to your business and convert them to loyal customers.



Step 3

Choose the Right Channels



People are not just on one network.

They spend time on **Facebook, Instagram, Twitter, LinkedIn** or any other social media platform. They Google problems they need to solve or products they want to buy.

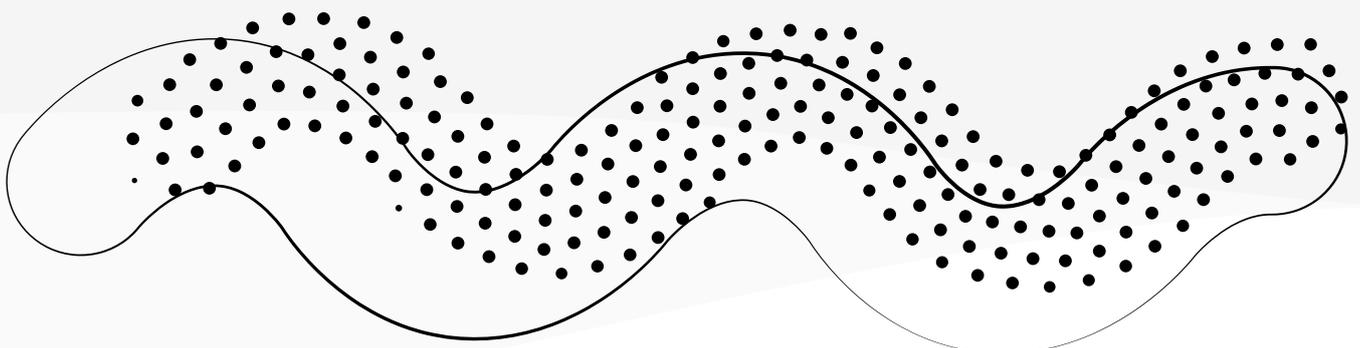
Based on your goal, some channels are better than others. It is always important to choose the right channel, one that will bring you results on the smallest possible budget.

Need more traffic? Facebook might be the best fit.

Want to build brand awareness? Instagram will do the work.

Are you looking for hefty deals with a Fortune 500? LinkedIn will be the correct choice.

Think of your audience (see step 2) and your goal (see step 1) and choose the right channels accordingly. If you feel unsure about where to start, test it out!



Step 4

Create Compelling Content



Content is like a bridge between your audience's desire and your offer.

Therefore, make sure you speak the language of your customers.

Creating a compelling message goes hand in hand with all the previous steps: **goal, audience and channel**. Use Twitter for short messages and engagement, LinkedIn for educational articles that attract potential customers, Instagram for authentic photos and Pinterest for nice-looking infographics.

Do a poor job here and you'll keep pouring money into inefficient campaigns. **Do this step correctly and your return on marketing investment will skyrocket!**



Step 5

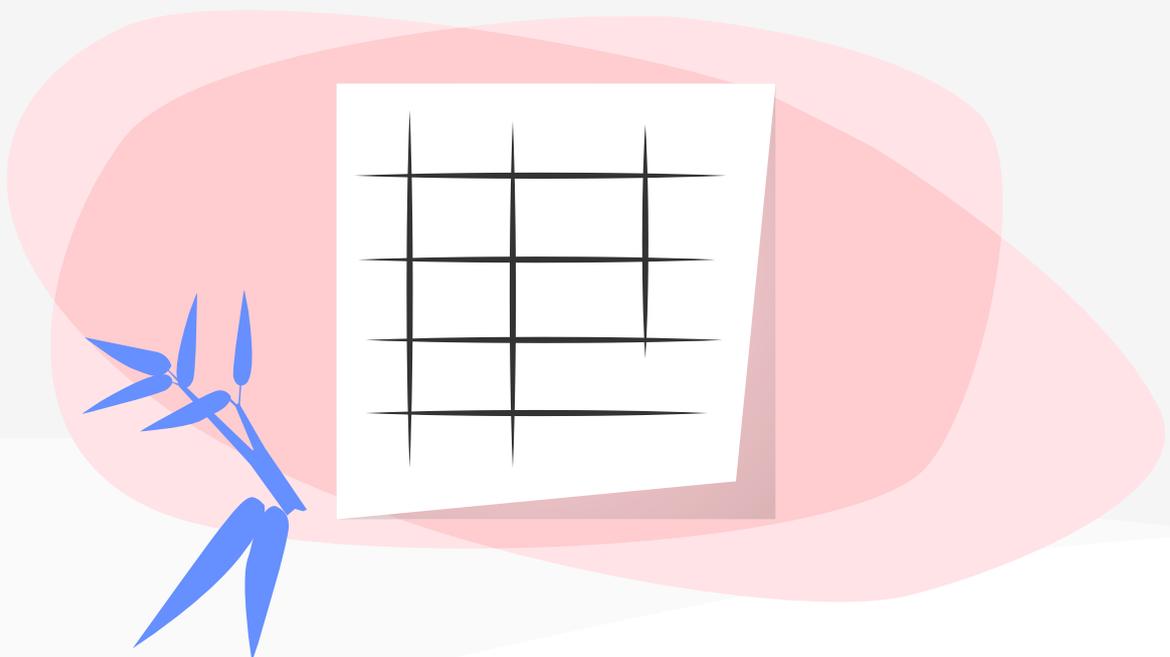
Evaluate Your Campaign Results Regularly



Once your campaign is launched, make sure to come back and see the results that correspond with your goal.

Keep in mind that you can start with very little budget, such as \$1 a day, see what works, increase your budget for well-performing campaigns and turn off the campaigns that underperform.

Don't be afraid to experiment – it is a very essential element when it comes to the world of digital advertising.



The Truth About Marketing Has Just Been Revealed.

The Ball is Now in Your Court.

You've just been introduced to the **five key elements** of digital marketing. As easy as it may seem, if you get all these steps right – and complete them in the given order – your campaign performance will go through the roof!

We've proven this effective yet simple concept with hundreds of our clients. Will you be next?

Start running successful marketing campaigns yourself. Use our easy-for-non-marketers app that allows you to manage all your campaigns from a single place.

Sign up at app.groost.com to get started!



