

Understanding Consumer Buying Behavior



7 Reasons Why 95% of Your Marketing Fails

1. You're marketing to the same 1-3% that everyone else is marketing to.
2. Your marketing message is being directed toward too broad a market, or to the wrong market.
3. Your marketing message does not clearly identify a problem or issue you can help the consumer resolve.
4. Your marketing message does not position you as the "go-to" authority and expert in this area.
5. Your marketing message does not have a clear and concise call to action.
6. Your marketing message does not convey a sense of urgency requiring them to take action now.
7. Your marketing message is bad.

Are You Finally Ready to Work with a Marketing-Focused, Results-Oriented IMO?



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