

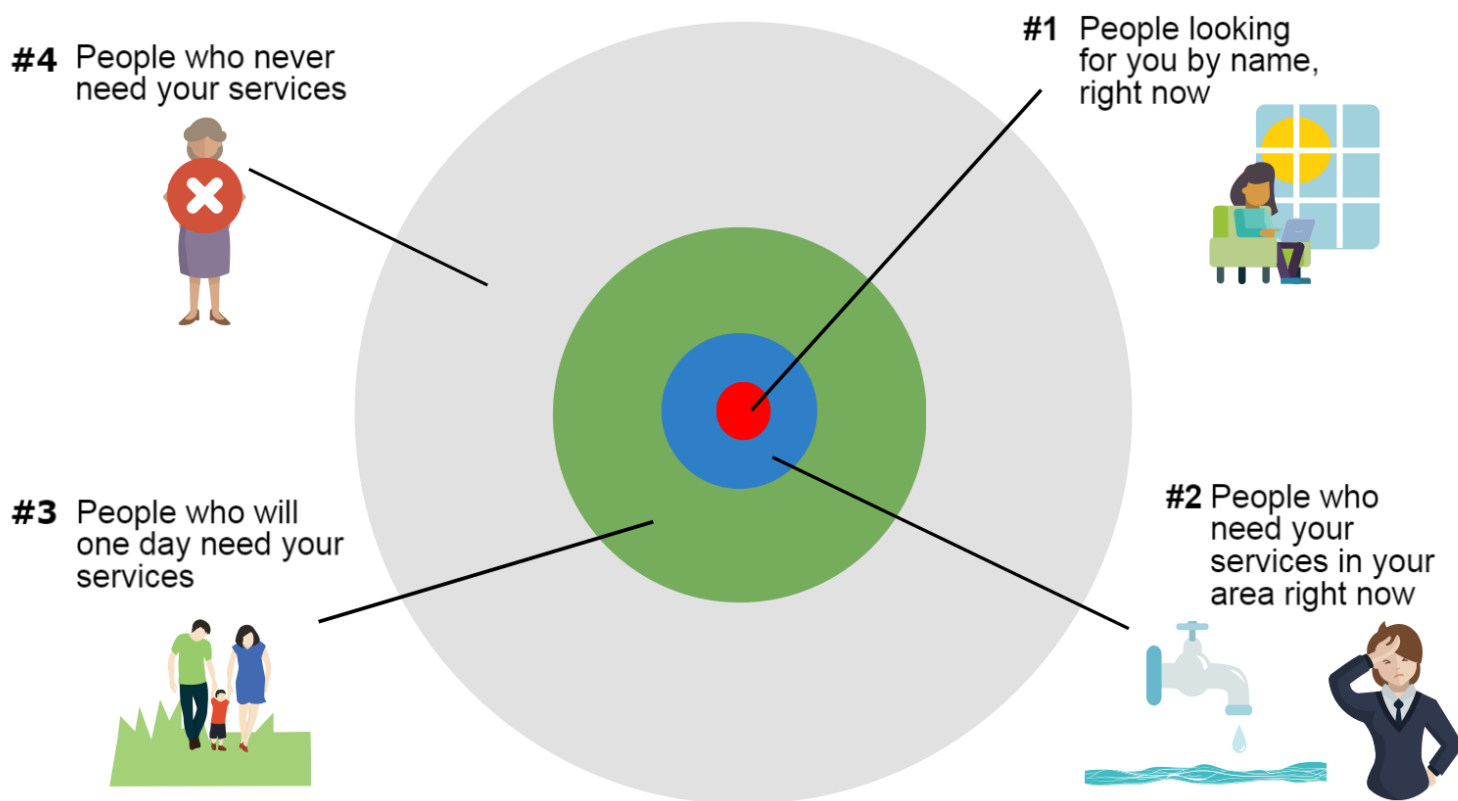
# Essential Guide To Accurate Marketing

## How To Spend Your Dollars Wisely

Accurate Marketing is about connecting with the right people at the the right time. You need to aim with precision to get the best results from your marketing dollars.

## Who should you be targeting?

People are at different stages of the buying process. You need to aim for the people who are most likely to become a customer. Some customers are much cheaper to acquire than others. Go for them first.



## What your priorities should be

TOP  
PRIORITY



**#1** Capture ALL of the people looking for you by name. Secure all the clicks, all the calls and all the bookings. They are your lowest cost sales.

HIGH  
PRIORITY



**#2** Connect with people who are searching for your services in your area. They are ready to buy.

LOW  
PRIORITY



**#3** Reach out to people who will one day need your services but aren't looking for them right now. Invest in building brand awareness over time. Do this when the first two priorities have been met.

DON'T  
BOTHER



**#4** Do not spend on the people who will never buy from you. Ensure no leakage of your marketing budget in this area.