

# likeability Marketing

## likeability Marketing Fill-in-the-blank

### Answer the following

Is your business likeable if not what have you done to address the issues?

Do you ensure your business has relevance and transparency?

Does your business attract people on false pretence? If you do you will soon be found out by your customers and it can be a cause of business failure.

Have you systemise and automate your strategy that was successful and documented why it has failed

The purpose of likeability marketing is the property that makes a person or brand likeable, that allows them to be liked. It is part of your business personality.

The cornerstone of Likeability is trust; because without TRUST, being liked is impossible. T.R.U.S.T.

T = Truth: is everything.

R = Relevance: is about brand communicating their story and empathy.

U = Unselfishness: involves empathy — offer good advice to your customers – and expecting nothing in return.

S = Simplicity: brand promises, features, benefits, claims and advantages easier to understand, their ability to be trusted increases dramatically.

T = Timing: Timing is connected to relevance because poorly timed ideas or communication will lack the necessary relevance to customers in need of a solution.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



### Marketing Tips

- To increase sales fast use brand likeability to achieve your objective and business goals.
- Apply diligence to your work.
- In your website content, social media post writes thoughtful content aiming to attract your audience.

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.

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