

# Curiosity Marketing

## Curiosity Marketing Fill-in-the-blank

### Answer the following

Are you using curiosity base marketing in your business?

Do you know that curiosity content performed better than fear-based content?

Did you know that we are curious by nature and it is innate to a human?

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

The purpose of curiosity marketing is to entice customers to want to find out more about your business and making them engage with your content. It is a psychological tool, marketers can use to help them build relationships with customers and ensure they keep coming back for more.

The curiosity gap can be used to compel people to click on a blog post they see on Twitter, an ad on Facebook, or a marketing email in their inbox.

Can You can Generate Curiosity applying the following:

1. Be provocative with questions and statements. Provocative questions and statements are the most powerful ways to generate curiosity. ...
2. Provide some of the information. Another challenge business and salespeople face is the urge to tell someone everything straight away. ...
3. Provide a glimpse of value.

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 often curiosity to achieve your objective and business goals.
- In your business blog instil curiosity in your content.
- In your website content, social media post insert a hint of curiosity.

### 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.