

ATTRACTION MARKETING

made simple

7+

Tips & Techniques to Grow Your
Business, Brand and Increase Profits
By Attracting Your Audience

NORM BOND

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WHAT IS ATTRACTION MARKETING

Attraction marketing may be the buzz word that is out there commonly heard by most Internet marketers. Yet, what does this mean? As an Internet marketer, you do need to know what this type of marketing is as it will likely be one of the most important, profitable tools you have in low cost online marketing that is highly effective.

First, understand what it is and then learn how to implement it within your own business. Most business owners can find success using this method to help them to develop their online business. It works in any sector, industry or niche. When applied effectively, it is a low cost, long term success tool no marketer should go without.

WHAT IS IT?

The short definition of what attraction marketing is easy to understand. It is simply a term that means that the Internet marketer uses digital marketing tools to help attract people to the business they are in.

To take this to another level, attraction marketing can be defined as bringing people to you rather than going after them. The best way to see this is to take a look at the opposite method, the way that most print or "traditional" advertising is done.

In traditional advertising, countless dollars are spent to find the consumer most likely to invest in the product or service. Billboards are placed along freeways for radio stations, for example, since people listen to the radio most often in the car. Advertisements go to the most likely consumer rather than the consumer coming to the product directly for a need.

In attraction marketing, the consumer comes to you and your product or service because they have heard that it is something that can benefit them, in some way. Ultimately, this allows for the business to do well since the advertisements are being presented in a pleasant manner. Internet marketing is not often about catchy slogans and flashy ads. Rather, it is a method of bringing people into information, products and services because they are already interested. Mastering this can help a business grow quickly.

THE QUESTION IS: DOES IT WORK?

Does attraction marketing work? The short answer to this question is yes, and there are plenty of fantastic examples of how it works. Consider the 2008 election of Barack Obama. Regardless of whether you are from the U.S. or not, and no matter what side of the ticket you were rooting for, one thing has to be said. The Internet played a huge role in his political campaign. His use of attraction marketing changed the way fundraising and community building is done in politics forever. Mobile messages, social media, video and email were some of the digital marketing tactics implemented that resulted in the greatest grassroots campaign in history according to many professionals.

Obama and his campaign understood the importance of digital technology and success it could bring. The world goes to the web to learn what it needs to, in today's culture. More so, the Internet provides an easy, affordable way to reach millions of people every single day. No other medium offers this.

Since 2008 other political campaigns have studied how Obama used attraction marketing to win the Presidential Election of the United States. The attraction marketing tools he pioneered including websites, and even things like Google Ads are now included in any credible political campaign.

Consider Twitter and how it allows individuals to put out a 280 character message about what they are doing right now (it was 140 characters during Obama's first campaign). This platform was a key part of the attraction marketing he used. By gaining a huge following and communicating to them directly in short messages, including web links, video clips and pictures he could converse with everyday people. From a financial perspective he was able to put his message out cost-effectively.

Another example of this is Facebook. Initially the platform was a haven for younger generation individuals who like to find each other and chat. The trend has grown and attracted more users. In fact, businesses, politicians, celebrities, news media and even employers are use it as a critical tool to connect. Your Facebook page is another form of attraction marketing that will help you get your message out to a target audience.

As you can see, there are excellent ways that attraction marketing works. For most of the general public, you aren't trying to win the presidential election. Nevertheless, this approach can still be used to help virtually anyone to gain success in getting traffic to their website.

APPLYING ATTRACTION MARKETING METHODS TO YOUR BUSINESS

Any Internet marketer can apply the lessons learned to their own Internet business. There are three main parts to developing a successful attraction marketing campaign, but the good news is that none of them are difficult, costly or overly time-consuming.

Here, we'll explore these three parts and find out how you can put them to use no matter what type of Internet marketing business you have.

In short, they are as follows:

1. Consumers find you, your products or services on the web.
2. Consumers allow you to contact them.
3. You provide consumers with information they can use and benefit from, through email, and keep your business in front of them all the time.

To better understand how to do this, keep reading.

PART 1: CONSUMERS FIND YOU

The first step in the process is to get people to find you online. Remember, with attraction marketing, they are coming to you. You are not going out searching for them and advertising directly. So, how do you get more people to find you online?

WEBSITE DESIGN FIRST

There are several ways to accomplish this. The ultimate first step is to have a useful blog/website where you can talk with, work with and interact with your visitors. You will need to ensure it provides value with relevant information your audience wants. Sales gimmicks, boring content,

and outdated information don't work on the Internet anymore and especially in attraction marketing. Make sure your website shows visitors that you are providing a service to them, organize your information properly, and build a relationship that will convince them to buy.

ARTICLE DIRECTORIES AND FORUMS

Next, you will need to get your information out there. For example, develop excellent articles and detailed outlines related to your business or product and then get it out into the mainstream. You can post them on various forums and article directories that are relevant for your audience. You also want to target question sites like Quora where people want answers.

The benefit of doing this is two-fold. Due to the extreme popularity of many of these websites, Google ranks articles quickly there and many get first page Google results if they are optimized properly. This means that when someone looking for information on a product or service you are offering searches for it in Google, chances are good your article will pop up as a result.

Another benefit is that quality article directories work for what their intended purpose is. That purpose is to allow webmasters to pick up these articles (with your resource box on them) and use them on their websites or in their blogs. Their readers instantly get to read what you are talking about and they can click on the link and take it back to your website where they can buy what you are offering.

Yet another extension of this is the ability to get that golden backlink to your website. This alone helps to boost your website's ranking in Google's search engines, and in other search engines. The more backlinks pointing into your website, the more people will find you and the better Google ranks your website. And, all you have done is write a well constructed article.

SOCIAL NETWORKING WEBSITES

From this point, there are many other ways to build that successful attraction marketing. One of the most attractive, enjoyable ways to get your business out there is, in fact, to talk about it! Social networking is what it sounds like. It is a method of communicating with others about anything you want to, really.

Most social networking websites were not started to help businesses to grow, but most of them are able to be used this way. From politics to brands to individuals social networking connects you to people.

This is what you are looking for, too. You are looking for a way to give people information. Once they have that information, they can then come to you to get what they need. This works in any type of Internet niche, too.

Social networking sites include any of the following:

- **Pinterest.com**
A very popular social bookmarking site for finding creative inspiration, learning things and sharing ideas. Post content related to cooking, business, interior design and more. The audience is primarily adult women and can really drive the discovery of your products.
- **Facebook.com**
With about 2.5 billion monthly users Facebook is easily the largest social media site in the world. It is great for meeting, socializing and talking about yourself, your business or anything else. Connect with thousands of people here.
- **Instagram**
Viewed as the home of influencers, brands, bloggers, small business owners, friends and everyone else IG connects over 1 billion monthly users. Mobile content including videos, pictures and stories thrive. Connect, network and market your business with links to your website.
- **YouTube.com**
This is the second most popular search engine in the world today. It is a great place to share and find informational videos and socializing. Who doesn't want to watch a few YouTube videos every now and then? Use them to help market your business indirectly.
- **Twitter.com**
The 300 million monthly average users are highly engaged compared to other networks. An estimated 40% of users are active on the site multiple times per day. Twitter is also a powerful news source.

There are many, many more websites that can be used like this. TikTok is making a lot of noise, and received over 1 billion downloads of their video-based content during the first year of operation. There is controversy and some attempts to ban it in the U.S. which have so far failed.

To find more of these social networking websites, visit this Wikipedia pages: http://en.wikipedia.org/wiki/List_of_social_networking_websites

Social media comes at you fast. There is no way that you can go to all of these websites, but the key is not to invest all of your time in them, either. You should find one, two, or three to really dive into and to work with.

THE NECESSITY OF BUILDING A NETWORK

While it is essential for individuals to build a network of people to get traffic to their website, it is often something that fails. For example, let's say you join Facebook.com, put up a few pictures, find your email contacts and then don't do much else. No one is going to find you that can help you to build your business.

You need to network and build a sizable following or allow others to find you on any of these websites by providing concise yet useful information. For example, you create a login at Twitter.com, a social networking website that works quite indirectly for getting visitors to websites. You start to submit answers to Quora.com allowing for others to find them through the company's normal means. You wait. You don't see too much traffic there. Oh, well you say.. and you move on.

This is where the mistake happens. The fact is, you have to get out there and really make your presence known. Here are some tips to make this possible.

- **Use your profile!**
This is one of the key tools you have to get people back to your website. Be sure to use keywords you would associate with your business in your profile, but make it informal. There is no room for sales here.
- **Socialize with others**
Find others at the website that share something in common with you and build a network with them. For example, you may be promoting a baby product and you are a mother. When you join the website, promote yourself as a mother first, connecting with other mothers at the website.
- **Build a network from your friend's networks**
Let's say you use your email contacts and locate them on your favourite social sites. That's great. Don't stop there. Befriend not just these individuals but also their friends, too. Keep going, building a network for yourself the whole time.

There are many ways to build a network using social medium. The key is to keep working at it and enjoying the process. Over time, people come to your website to find out what you have to offer. This gets them interested and they buy from you. The process works like this many times over and at the end of the day, you have drawn people to you without talking too much about your business.

PART 2: GETTING PERMISSION TO COMMUNICATE

The next step in the process of using attraction marketing to your advantage is to get people to let you talk to them. With the advent of laws regarding spam, privacy and other inappropriate means of communication, it has become very important for any Internet marketer to be sure they stay on the good side of the law.

As an Internet marketer, you need to have the permission of a consumer, client or website visitors to send them any form of communication other than direct communication such as through a blog comment or social media.

Why should you do this, you may be asking. As part of the process of developing a successful Internet marketing business, you need to get your product or service in front of the client. As you will see in Part 3, this is the key to your success in selling.

There are many ways that this can be done. The bottom line is that it has to be done. You want those that find you on the web to come to your website which includes a lead capture page, for example. This way, you are able to get their permission to send them more information.

There are many lead capture tools available to help you to accomplish this including ClickFunnels and Aweber, for example. You can also search ClickBank or create your own. It is not as difficult to create even if you are not a techie. A little guidance and you'll be building your list.

What happens is simple:

- Individuals find your information on the web.
- They follow it to your website's lead capture page.
- They sign up when they arrive there.
- You have a lead to sell to, market to or otherwise use.

Now, you can advertise to them.

PART 3: PROVIDE INFORMATIONAL EMAILS TO THE CUSTOMER

Now that you have gone through all of this work, you still do not have any profits in hand. You may be wondering, why not?

This is where the final part of the three part process of using attraction marketing comes in. Now, you will take the information and resources that you have worked so hard to develop and make them into something that's going to turn a profit for you.

Keep in mind that while this process may seem like it is long and has a lot of work to it, you are going to automate much of it. Second, you are going to do all three things at one time. This way, you are likely to start making money from attraction marketing right from the beginning of starting the process.

INFORMATIONAL, NOT SPAM

One of the keys to building a successful attraction marketing plan is not to be overly sales like. Everything and anything that you do should be done based on subtle sales information. You are providing information to the client. You are not hard-selling what you have to offer to them. This is why it is called attraction marketing. The consumer is attracted to you because you are giving them valuable information and tools to use. This approach can be particularly challenging for traditional marketers.

But don't fail on this point: informational is key, not sales ads. There's a saying, "Nobody likes to be sold, but everybody likes to buy". This is the heart of attraction marketing.

DEVELOP A PLAN

As part of the process of using the permissions given to you by those who have visited your website, you will need a plan. The plan is quite specific. You need to send emails to those who are on your list that allow them to gain something and learn something. You need to have a plan in place so that you can be professional while still getting people to your website at the same time. In the Internet marketing world we call this a sales funnel.

When attraction marketing is done effectively, you are attracting people to your website by first telling them something important. They think, "Hey, this is great. This is just what I need." They then head over to your website from the link posted in the email or on social media. They can then make a purchase from you or do what you wish for them to do.

You need to ensure that your emails are well received and that they have the best information they can offer to the reader. This way, they are most likely to visit your website. You also want to include a call to action or CTA where you tell the visitor the next step they need to take. This could be subscribe, buy now, or schedule a call.

CONSTRUCTING EMAILS

The first step in the process is to develop a newsletter or other email communication with them. It does not matter what you call it. Rather, it matters what is in it. Here are some examples of quality content to provide to your readers.

- **Provide Informational Articles**
Your clients want to read something helpful to them. They want to read something that teaches them something. For example, let's say you are selling an informational product on acne. In your email message to your readers, you write about the causes of acne. This provides them with some type of information.
- **Make your subject line effective**
A common problem that many people have when using any form of email marketing is that they just do not get their readers to open up the email. How can you do well if the reader is not even reading what you have to offer? Use your subject line as a tool. In the above example, the subject line could be, "What causes acne and what you can do about it now."
- **Make your email personal**
If you have ever opened up an email and read it knowing that they were just selling something, chances are good the information was copy-and-paste or a canned response. That's boring and actually worthless. Use the reader's names. Be sure to write to them, not to academics. Be personal, yet professional at the same time.
- **Don't overdo it with graphics**
Another problem with email marketing like this is that people go overboard with graphics. You have seconds to impress your reader and get them to actually read the email you have sent. If you have so many graphics within it that it takes forever to load, they will close the email and move on long before actually seeing what you were going to talk about.
- **Tell them what to do**
Perhaps the most important aspect of any email used like this is that it has to provide your readers with a way of reacting to what you have sent. This is the Call to Action I mentioned earlier. Tell them what to do or what they can do to learn more. Give them the link to follow that takes them to the answers to their questions. For example, in the above example, after

detailing all of the causes of acne, follow up with a link that takes the individual to your acne cure website. The link may read, "Finally, there is help for any of these acne causes. Click here."

Attraction marketing is only as successful as you make it. Therefore, if you invest a little time in it, especially in writing these emails, chances are good you will get very little from it. Take your time to produce a quality, highly effective email that is sent to your readers.

WHAT TO SEND IN EMAILS

Still unsure of what you can do with your emails? Here are a few more ideas to work with:

- Share information on the topic you have a passion about, hopefully related to your website.
- Share a good book, informational product or other item that in some way relates to your business indirectly.
- Share live event information. Perhaps you are doing an educational seminar, a Facebook Live, a Zoom meeting or a webinar and want to invite your readers to come to your website to attend.
- Perhaps you are running a sale and you wish to provide your readers with information regarding it. In the era of Covid-19 e-commerce is booming. How can you tap into the excitement?
- Perhaps you are providing some recorded trainings and want to share the details with your list. Have them opt-in to get the link.

That's all it takes to get the email going. Don't over-complicate things. We always say KISS (Keep It Simple Stupid). An effective campaign does get people back to your website. In fact, attraction marketing can work in many ways to gain you more resources including higher sales potential.

Take the time to put attraction marketing in place and you will see traffic to your website come in from a variety of sources. You are likely to see your sales go up as long as you have provided your readers with the helpful tools and resources they need to make wise decisions. Become an authority.

If you are not sure if it can work for you, consider traditional sales mechanisms. You could pay a highly popular magazine thousand of dollars and hope to get enough readers back to your website. You can do print ads in Yellow pages and directories. You could even buy billboards. But these methods won't deliver the return on investment of digital marketing.

By now you should see the value of attraction marketing. Learn more. Invest your time, and your money wisely, in getting quality traffic that is already interested in your offers!

About the Author

NORM BOND is a global marketer, digital strategist, speaker and consultant who splits his time between Bangkok, Thailand and the U.S.

He produced an “Annual Holiday Shopping Expo” in Philadelphia for over 10-years that attracted thousands of consumers, business owners and corporate sponsors.

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