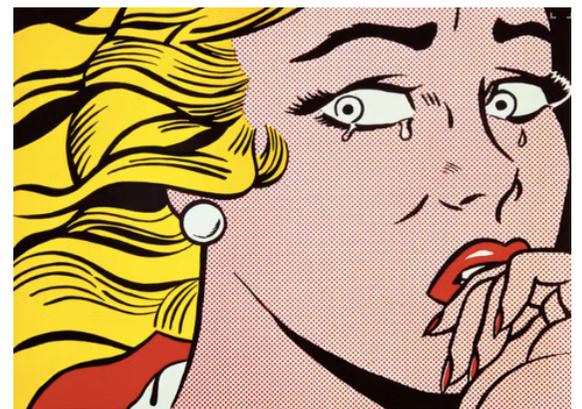


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Vivien

How to write for Your Buyer's Level of Awareness and increase your conversions



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Crafting compelling and effective content requires a keen understanding of your audience's awareness levels and tailoring your message accordingly.

Whether your potential customers discover you through a social media ad, a Google search, or word of mouth, adapting your writing style to their awareness stage can significantly impact engagement and conversion.

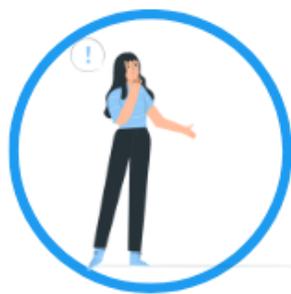
These are the most difficult prospects to sell to. Experiencing symptoms but doesn't know the root problem

This is often seen as the beginning of their journey. They have lots of questions. Agitate the root problem and show them you understand their inner conflict

Make your audience understand that a definite solution exists, and that your services deliver that solution.

Although they know your service exist they are also aware of similar services. You need to differentiate your product from the competition

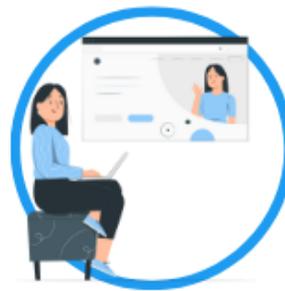
Because a lot of the work has already been done - now is the time to present your offer and push for the sale or action



Unaware



Problem Aware



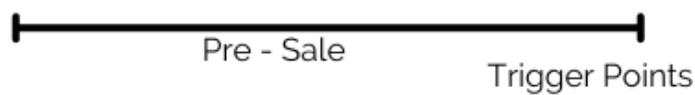
Solution Aware



Product Aware



Most Aware



from
Vivien

The Unaware Customer: Blog Posts

These visitors may be potential customers who stumble upon your brand without any prior knowledge.

Focus on simplicity and clarity in your messaging.

Avoid jargon and technical details that might overwhelm them.

Your initial goal is to create awareness and pique their interest.

Your audience is quite broad so address a common problem.

Write content that's informative and educational.
Example: "How to be more productive when working from home."

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The Problem-Aware Customer: Website

These customers acknowledge they have a problem but may not know there's a solution.

Show empathy with their pain points and introduce the possible outcomes they want.

Use relatable language that's clear and concise

Challenge them to a mini commitment that gives them an instant win. This could be a sign-up for your lead generator or even answering a simple question or taking a quiz.

Encourage keeping in contact and maintaining a connection

The Solution-Aware Customer: Sales Landing Pages

Customers in this stage are aware of their problems and actively seeking solutions. They may already be on your mailing list or follow you on Social Media.

Your copy should highlight your expertise, and credibility and lead them to the benefits of the ideal solution.

Focus on one CTA

Share social proof and include customer testimonials or case studies to build trust

The Product-Aware Customer: Newsletters, Email list

These Customers are familiar with your product are already considering making a purchase.

Focus on reinforcing your value proposition and what makes you different from everyone else.

Address any remaining concerns.

Create an incentive to encourage them to take the next step.

The Fully Aware Customer: Previous Clients, Referrals

For customers who are well-acquainted with your brand and offerings, your copy should focus on just a small nudge to get them to take action.

Maintain loyalty and encourage any repeat business.

Highlight new features, updates, or exclusive offers to keep them engaged. Give a sense of urgency

Example: "Thank You for Being a Loyal Customer! Enjoy [New Feature] and Exclusive Discounts Just for You."

95% of marketing is about clear, compelling communication.

Strategic writing creates the perfect communication storm that pulls your clients in with your written content and keeps you top of your customers' mind, so when your clients are ready to buy -- they'll buy from you.

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