

Problems, Solutions and CTA's:

The Guide to Converting Clients Through Organic Marketing On Social Media Platforms

Whether it's Instagram, Facebook, LinkedIn or TikTok, it's extremely fair to say that through any of these platforms, you can scale your business more than ever! The BEST part about social media for businesses is the possibility to scale your business to 6 figures and up, but the WORST part about it is... a MAJORITY of people don't know how to use and market themselves in today's world.

I was in your shoes where I was either not posting enough value based content, didn't understand how to market and didn't even know how to generate revenue through social media. What I'm saying is, I've literally been in your shoes which is why after developing my knowledge and skill in marketing, I have created this document for you that will literally be a script for you when it comes to marketing.

Not only will you have a literal blueprint to use to see more results online, but you will also have a much better understanding of how to market yourself and your business through organic marketing. This information you're receiving is a direct correlation with my **"50 Hooks Idea"** so if you don't have that, be sure you get a copy so you can have the entire blueprint! **(Can be found through my link on my Instagram: @tavionnetters**. Now, no more time to waste! LET'S GET STARTED!

Remember, when it comes to creating organic marketing for your business on social media, there are what I like to call, "4 Core Pillars of Effective Marketing":

- **Hook**- the beginning statement of your marketing that gives viewers an idea what you're going to talk about. If you don't have my "50 Hook Ideas" ebook, be sure to get access to that to put this entire guide together to see an increase in your marketing and results in sales

- **Problem-** the problem you are covering in your marketing material to give your target audience a reason to listen to solve their problem
- **Solution-** this is where we explain to our target audience what they should/need to do in order to receive xyz results. This helps build your validation in your industry to your target audience and builds trust factors
- **CTA-** known as “Call To Action” this is your closing statement in your content on where you want to send your target audience next after viewing your content material
- We will be covering the remainder of the “4 Core Pillars of Effective Marketing” in this document so that way you’ll have a better understanding when you’re creating marketing content for your business

Identifying Your Prospects Problem

Like the title says, IDENTIFY YOUR PROSPECTS PROBLEM. Now you may be thinking to yourself, “Well all I do is talk about the problem and my solution so they buy...”, but this is why you’re not converting sales. When I say identify the problem, I mean you need to identify the EXACT and SPECIFIC problem you’re talking about in your marketing content. The reason this is important is because you have to build a relationship with your target audience and if you’re simply trying to sell sell sell without identifying why what they’re doing or not doing is a problem, they’re only going to think you’re in it for the sale. Let’s go over some examples:

Let’s use the topic of social media marketing as our niche and the focus is to help my target audience gain clients on social media

Don’t Do: “ You’re not growing on social media because your marketing is bad and you’re not posting enough.”

- As bland as this is... I see MANY people, even in my industry, who are creating content just like this.
- The PROBLEM with this is there’s no specifics or details of why it’s a problem in the first place which leads to uncertainty of people's impression upon me, my credentials and validation on my expertise in social media marketing.
- **Key:** When you’re describing the problem, you need to be able to put your prospects/target audience in a urgency/pain point. The reason for this is because when people are acknowledged with a problem that is preventing them from their desired result, people will react faster upon it to actually do something about it.
- Let’s show what the correct way of stating a problem would look like to further interest our target audience into working for me.

DO: “ They’re 3 major reasons why you’re not scaling on social media which in return is preventing you from profiting the amount you desire for your business. This could be lack of content marketing, lack of websites or pages and a poor system to track your customers.”

- From here, each 3 points that were stated would be broken down (this leads us to the solution portion of the marketing content).
- Why is this better?
 - A lot more detail of what the exact issues are. **This now gives my ideal target audience a better understanding of them seeing a problem they weren’t aware about.**
 - **The phrase, “preventing you from profiting the amount you desire” stimulates that phrase as a pain point for my target audience.** This is a reminder of what the consequence of the issue is which will incline the prospect to be even more interested to listen to what i know for them to solve that
 - “3 major reasons”. **This gives my prospects an idea of what I’ll be covering because keep in mind, quick and to the point is how people like it.** They want to get in and get out with the information. Highly recommend that you keep your marketing materials anywhere from **15-35 seconds long for attention span purposes.**
 - **Overall:** I’m using certain key phrases that are triggering an awareness/curiosity thought into my target audience. Remember that whatever the topic may be, the key is to make sure you are restating the problem they’re facing by using phrases to show what consequences they are or will face if they do not solve that problem with you
 - Let’s do one more example to prove the point by using a different phrase for the problem

DO Example 2: “ By not having a clear marketing strategy and context in your content, you are losing more money than you will gain for the rest of the year because xyz...

- Why does it work?
 - Made it clear what the 2 problems are that I will be covering

- Stated a pain point to put my target audience in a state of awareness, urgency and curiosity. This is the stage you want to put your target audience in as it increases the likelihood they consume your content and take action upon it
- When you're conveying what the problem is, keep it simple. You don't have to detail it to the extreme, but just enough that gets the point across. Now you may be thinking, "Well I believe I do get the point across". Here's the biggest piece of advice I give and even utilize for myself to have better performing marketing material:
 - No feedback is still feedback. Simply meaning, if people are not engaging, messaging you, signing up/buying from you, the message wasn't conveyed strong enough and you need to adapt from your current strategy/method.

Before we move on to solutions please remember:

YOU HAVE TO PLACE YOUR TARGET AUDIENCE IN A MENTAL STATE OF PAIN AND URGENCY FOR THEM TO BE INTERESTED IN WHAT YOU HAVE TO OFFER.

The reason I always tell people you need to place your target audience in a mental state of pain/urgency is because they will not buy something when they don't feel like they need it even though they do.

Your objective is to remind people that the longer they wait, the worse it could get and that the sooner they solve it, the better their life, business, etc. will be.

Identifying The Solution

Now that we covered what your focus should be when talking about the problem that your target audience is facing. It's time we talk about how you need to deliver your solution to your target audience in order for them to buy from you. Let's get started!

Solution: This is the next stage after stating the problem within your content which is to display proven/working solutions to your target audience.

The biggest mistake that I've seen nearly EVERYONE do is when they try to talk about the solution, they tell people they should x without explaining how and why it will work. For example, if I told someone, "your solution to getting more clients is to have better marketing... I CANNOT expect that that person would buy from me simply because I didn't give any value that was helpful nor did we even build a trust like relationship (if anything, they typically go down when you don't go into detail on how to fix something).

Let's do some solution examples to have a better understanding. Remember, these statements you see now are what you would say after you state the problem from the previous pages of this guide. Let's use the same topic of social media marketing from above, we'll even take one of the previous examples to work off from so you understand better

Previous Problem Example: " There's 3 major reasons why you're not scaling on social media which in return is preventing you from profiting the amount you desire for your business. This could be lack of content marketing, lack of websites or pages and a poor system to track your customers."

DO: " When there is a lack of content on your page, it makes it harder for your target audience to understand everything there is about you, your business and how you may help them in order for them to pay you. Having a website and page is great to direct people more information about you or even make the sale process much simpler. Lastly, you HAVE to have a great system in place to keep track of

all the traffic you're receiving on your account/website. This is great because not only does it save you time on tedious tasks and manual labor, but it also helps keep track of all the leads you have coming in and seeing who is visiting your pages. This is when we want to collect emails and keep them as warm as possible as a lead so that you can increase the likelihood they buy from you when you market online.”

- This is a great example of how you should be explaining the solutions to your target audience's problem. This gives them a true understanding of what positive result they will receive when working with you.
- The issue is when most people talk about the solution, they go straight for the sale. I've seen it time after time where someone says “if your credit score isn't 700 and above, contact me... THIS IS TERRIBLE MARKETING! DO NOT CREATE CONTENT OR MARKETING LIKE THIS... IT DOES NOT WORK
- When you're talking about your solution, be sure to give enough detail that conveys to your audience exactly what they can expect and even the result. The purpose is to lead it to a booked call where you can display the solution even further as well as get the sale on the spot.
- Now keep in mind, if you are a service based business, most of the time, people will want to schedule a call and meet with you or a representative of your company before they make their decision to pay.
- If you're a product based business, this can be even simpler, but what you need to keep in mind is distinguishing yourself and solution different from the rest of your competition
- Note how I explained the solution with enough detail to get the picture across. What this does is reserves the amount of information I can elaborate more upon to paid services/products while building my validation from that prospect that I am who I say I am and know what I know

Reminders When Providing Solution:

- Be detailed and concise. A simple answer without explanation is meaningless to your target audience. The purpose is for them to understand what they did wrong and how they can buy from you to make things go right

- Don't give too much information away as you want to be able to convey to them that they need you to get to their desired result
- You need to be able to describe an end destination for your target audience. Instead of just saying things that sound good, describe to them what result they will receive when they follow the steps

Identifying CTA's (Call To Actions)

This is the final pillar when it comes to creating effective marketing content to convert those viewers and followers into customers/clients. Think of your CTA as your cherry on top to put all the content and context together to have your viewers take action once the content material is over.

What is a CTA?

- Call To Actions are closing statements in your content piece to which you are guiding your audience to take another action step after viewing your content.
- **This could be directing your audience towards your products, services, another video, etc.**
- Let's do some examples and give some strategies on how you can make conversion easier to the point you don't even need to check your messages and still have people converting for your business!

Wrong Ways To Use CTA's

- "Follow me for more"
- "If you enjoyed this video, follow my link here to buy xyz product"
- "Buy my product now for \$X amount"
- "If you or anyone you know is struggling with xyz, please send them my way"

The list can go on, but let's actually learn why these CTA's are ineffective and will do little to nothing for your business to grow revenue online.

The simplest answer to why these don't work and you need to STOP saying these types of CTA is because there's no incentive for your target audience to follow your next step instructions. **In other words, your target audience is thinking to themselves, "What's in it for me to do xyz that you tell them to do."**

CTA Example: Using the previous example above, we're going to now include the CTA so we can really see what this would look like for when you are creating content

Problem: “ There are 3 major reasons why you're not scaling on social media which in return is preventing you from profiting the amount you desire for your business. This could be lack of content marketing, lack of websites or pages and a poor system to track your customers.”

Solution: “ When there is a lack of content on your page, it makes it harder for your target audience to understand everything there is about you, your business and how you may help them in order for them to pay you. Having a website and page is great to direct people more information about you or even make the sale process much simpler. Lastly, you HAVE to have a great system in place to keep track of all the traffic you're receiving on your account/website. This is great because not only does it save you time on tedious tasks and manual labor, but it also helps keep track of all the leads you have coming in and seeing who is visiting your pages. This is when we want to collect emails and keep them as warm as possible as a lead so that you can increase the likelihood they buy from you when you market online.”

CTA: “ If you learned something new and got better insight so that you can now create more effective marketing, check out my other reel where I talk about converting clients with automation systems to save yourself time from unnecessary and time consuming tasks for your business.”

Let's break down why this works well:

- I'm guiding my audience to another form of my content so that way they can not only learn more, but also see how much knowledge I obtain in this industry, which in return will increase the likelihood they come back for more to eventually buy from me as well.
- The statement “if you learned something new and got better insight so that you can create more effective marketing”, is a reminder of what the

goal/lesson was for them to take away and by reminding them of that, if they see value, it further encourages them to want to take that next action

- Note when I say, “converting clients with automation systems to save yourself time from unnecessary tasks for your business”, I am restating a pain point business owners face which is a time consuming task. Followed upon that I am telling them what the next marketing piece is about and how it will benefit them. The purpose of this is that even though it’s not directing towards a sale, it’s doing something that's just as great as a sale which is establishing a trust and like factor with my target audience to build a relationship with. **THIS IS HOW YOU LEAD PEOPLE TO SALES!**
- Remember, if you have access to this, more than likely you’re a newer business and even though it may seem like other people on social media are making sales in a faster process, it’s simply because they have a larger community. People with large communities will convert sales a lot faster when someone sees their page for the first time simply because they see they’re reputable in what they do simply based upon having a large community as it shows that those X amount of people TRUST that person in said industry.
- You’ll have a large community as long as you stay consistent and don’t treat your business as a hobby, but if you really want to convert more sales, you need to build a relationship and validation factor with your target audience.

Now you may wonder, “Well what’s a good CTA example when I do want to direct people towards my product/services?”. Of course I’m going to show you an example of that, I wouldn't leave you hanging like that. Still using the previous example, I could end my statement with something like this:

CTA Example 2: “ If you found those 3 solutions helpful and would like to gain access to the entirety to help you market better and drive more sales faster, click the link below to get access to my “Product Name” while it’s still 50% off and be sure to follow the page for more content on helping you exceed your marketing potential!”

This makes the end of this document on creating better problems, solutions, and CTA's for your marketing. My hope is that by the examples and descriptions given above, you were able to have a much better understanding of what effective marketing looks like. At the end of the day, have fun with your marketing, be confident in what you know and let the world know why they need YOU.

If you enjoyed the value given here and may seek out more help, you can connect with me on my Instagram @tavionnetters