

Focus and tailoring your message and your service delivery towards that upper echelon of clients. Concentration then states that you want to concentrate on those people and ignore everything else. So you can get more of them and you can keep them longer, which in turn will also help increase your revenue and profits. Facebook has over 2 billion monthly active users.

Instagram has over a billion users. YouTube has more than 2 billion. Video content is still the preferred media choice for

Facebook and Instagram. The better you understand what their pains are and what they actually want to get, well, the better you're going to be able to create messaging and content and marketing that really resonates and really strikes a chord with them. The best time to plant a tree was 20 years ago. The second best time is today. If you're not already investing in a marketing strategy on these platforms to grow your business, well, today's the day, my friend. The why is also easy and it's all about the when and the when is now.

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