



PATHOS MARKETING

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Mike's Quick Start

Paid Advertising

Core Objectives

1. Promote Visibility
2. Promote Engagement
3. Promote Interaction

Core Strategies

1. Define Specific Goal
2. Meet Audience Behavior
3. Measure Results

Core Plan

Phase 1: Strong Foundation

Define a specific goal (sales, enrollments, etc.). Understand audience behavior (problems, platforms, identities). Align ad messaging and landing pages for maximum emotional impact.

Phase 2: Early Wins

Identify and target under-served segments. Understand how cost-per-lead (CPL) works during this lower-investment campaign. Fix small mistakes before going big.

Phase 3: Progressing Gains

Adjust messaging and invest in higher-competition topics/keywords/platforms/etc. as needed to maintain desired CPL and return on investment (ROI). Define a target ROI (eg. 3:1, 5:1, etc.).

Phase 4: Realizing Returns

Measure every dollar invested against the results. Adjust ads to minimize CPL and maximize ROI. Ensure the ad's copy and landing page are aligned to illustrate value for your audience. Clearly highlight how your offering's benefits solve the target market's problems.

Paid Advertising Checklist

Audience Selection

- [] Use superior segmentation strategy
- [] Identify segment problems
- [] Structure a solid offering-solution fit
- [] Identify audience values

Platform Selection

- [] Identify high audience-platform overlap
- [] Quantify potential audience size
- [] Evaluate advertising cost structure
- [] Allocate budgets based on potential reach

Messaging Selection

- [] Design targeted problem-resolve narrative
- [] Select appropriate format (text, image, etc.)
- [] Direct audience to action/transaction
- [] Use emotion-provoking language/visuals

How To Construct Messages

Provoke An Emotional Response

Emotion drives action. Prioritize messaging that engages with audiences on an emotional level.

Emphasize Benefits Not Features

Customers buy benefits, not features. Focus on how your offering resolves their unique problems or attains aspirational goals.

Direct Action Towards Business Goals

Calls-to-action are the ultimate lead-generation tool. Explicitly instruct audiences on the next steps they should take. Buy now, sign up now, schedule your consultation today, learn more, etc. These are all valid actions that help you attain your business goals. Identify what you want audiences to do and direct them so.