

7 WAYS to Grab People in 4 SECONDS

(with your digital marketing)



The whole point of marketing

is to grab people's attention: to let them know what you're offering, and how it's right for them, and to help them buy it. In the digital age, you've got more ability to command more attention from more people than ever – but less time to do it in. Digital marketing is the place where first – and fast – impressions rule.

Estimates vary on how long people will stay on your website: Google says that on mobile, if your site doesn't load within 4 seconds, you've lost the majority of visitors; other research gives you somewhere between 8 and 15 seconds on a desktop home page before people leave you in the dust.

Clearly, speed, and creativity are of the essence.

You'd better make sure people can access your information the right way right away – and that they get the point immediately. If not, you ~~run the risk that they headed over to your competitor's online presence.~~



What can you do about it?

GLAD YOU ASKED.

Here are 7 ways to grab people in 4 seconds.





CLICK HERE

Make your point right away!

Whatever your point is, get to immediately. In a few words and with a striking image, tell people what you do and why they should care — ~~post-haste!~~ Think headlines and bold images. Need to convey more data than that? Feel free — ~~but put~~ a link to that deeper drill-down. ~~People can click there if they're interested.~~ But for ~~everybody,~~ it's truly that first impression that counts.



Make sure your website is mobile-optimized

We shouldn't have to say this ~~these days~~, but: make sure your site is mobile-optimized! If it's not ~~mobile-optimized~~, people probably ~~didn't~~ see it anyway, because it ~~didn't~~ come up in search. Or, if they found it, they probably couldn't use it easily and left quickly. So, **make sure to use the capabilities of mobile to your advantage!** Mobile is there **waiting for you** – and for everybody else, too.

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Make it clear what they should do!

Now that they're on your site, what do you want visitors to do? You've got two main options: They should ~~click to~~ give you their email address (so you can keep marketing to them) or they should donate or buy something (in which case they'll still wind up giving you their email address). **All roads on your home page should lead to one of those.**



Make it bold!

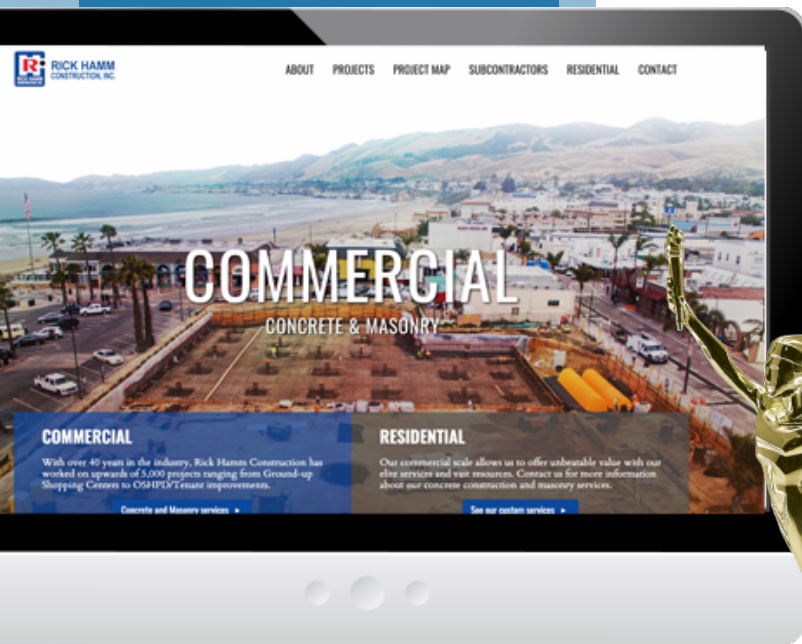
Ever hear the saying “**Go big or go home?**”

That applies here. We get hit with something like 7,000 marketing messages a day – emails, billboards, signage, radio spots, Facebook ads... the list is endless. In ~~those~~ 4 seconds, you’ve got to make an immediate impression – visually or ~~through words~~. (Or both!) How to stand out?

GO BIG BY BEING BOLD!

Do something different.

Example: Note the name of this company - BigAssFans.com →
Pretty bold, right?



Make it stunning!

Actors can be notable; movie stars are stunning.
(This is the difference between Steve Buscemi and Brad Pitt.
Only one of them is stunning.)

Don't go for the **same-o same-o** — leave that for others.

**MAKE YOUR WEBSITE STUNNING
SO YOU STAND OUT.**

Somebody's site is going to be a wowzer. It should be yours.

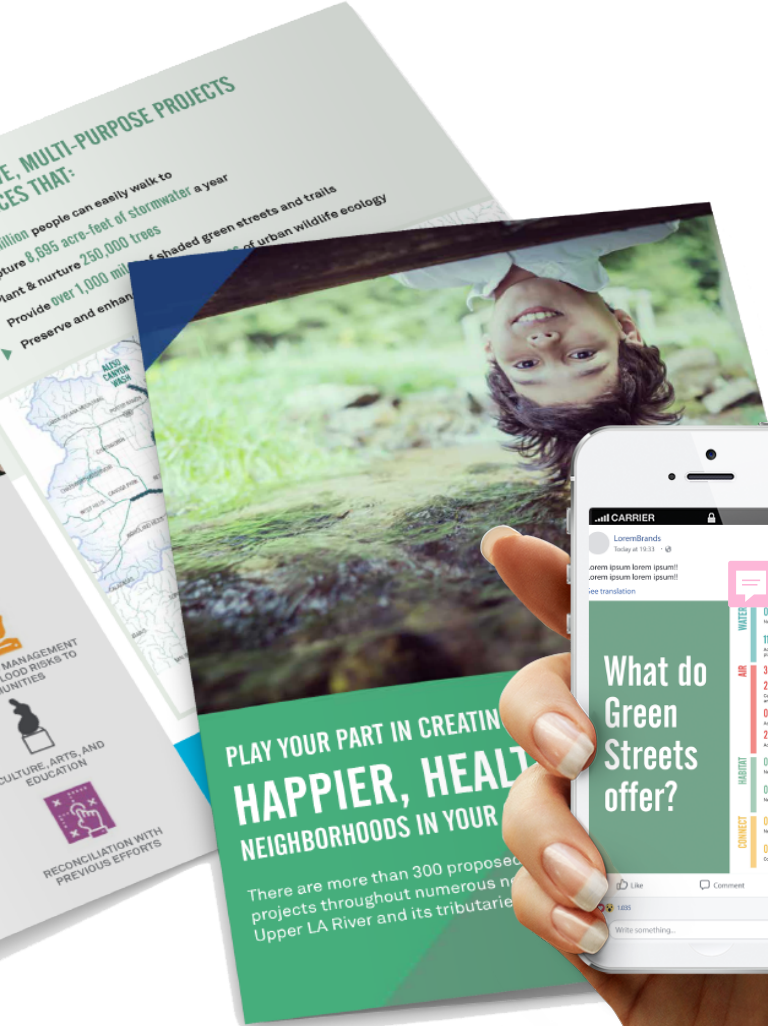
Make it everywhere

On the internet, your website has pals. (Or at least it should.) We call them **Facebook and Instagram and LinkedIn and YouTube**. These friends, along with others, add ~~on~~ to your presence because they can also grab traffic and direct people to your site — and vice versa. You've also maybe got an **email newsletter** and a **blog** and maybe a **podcast and a series of videos**.

All of these digital presences reinforce each other.

Get your message out across all of them and it becomes unmissable.





Make it a matched set

Now that you're UNMISSABLE,
 connect up all of your content through **BRANDING**
 (words and images) so that it's clearly all part of the same
 family: the family of your business.

People will think, "Holy cow, it's them again!" And they'll know what you do, because you've been telling them in all those places and with those headlines and images. Then when they need something you provide, guess what? It's you they'll think of.

Contact us

Need help grabbing people quickly with your marketing?

[Schedule a free 20-minute consult here.](#)