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## FORMUŁA POTĘŻNEGO I WYDAJNEGO BIZNESU

### *The formula for a powerful and efficient business*

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#### **Streszczenie:**

Obecnie głównym zadaniem strategów marketingowych w każdej branży jest zysk i sposoby jego wydobycia. Uczynienie firmy płynną i rozpuszczalnikową jest celem prawie każdego przedsiębiorcy. Osiągnięcie sukcesu w biznesie wymaga nie tylko ciężkiej pracy i błyskotliwych pomysłów. Konieczne jest, aby być wytrwałym, pewnym siebie, dociekliwym, elastycznym, celowym, pozytywnie myślącym, cierpliwym i entuzjastycznym w miłości do twojego biznesu. Formuła zaproponowana w tym artykule jest uniwersalna dla każdej firmy i pozwala właścicielom i menedżerom firm wyznaczać właściwe cele dla swoich pracowników, znajdować wąskie gardła i usprawniać procesy.

#### **Abstract:**

Today, the main task of marketing strategists in any industry is profit and ways to extract it. Making a company liquid and solvent is the goal of almost every entrepreneur. Achieving success in business requires not only hard work and brilliant ideas. It is necessary to be persistent, self-confident, inquisitive, flexible, purposeful, positive-minded, patient and enthusiastic in love with your business. The formula proposed in this article is universal for any business and allows owners and managers of companies to set the right goals for their employees, find bottlenecks and improve processes.

**Słowa kluczowe:** biznes, pieniądze, gospodarka, promocja, deficyt, marketing, produkt, klienci, strona internetowa, formuła biznesowa.

**Keywords:** business, money, economy, promotion, deficit, marketing, product, customers, website, business formula.

The business formula is a way to make money. There are a lot of options to make money now. Each of them requires a different amount of investment, gives different results and at different speeds. However, there is the most popular formula, which is used by most businessmen, because it is quite cheap and at the same time gives a quick result.

At a time when speed solves everything and money is needed urgently, it is most in demand. For this reason, it is chosen by most modern businessmen. At its core, it is a modernization of the well-known formula “money — goods - money” adapted to modern conditions in which the Internet occupies a significant place. [1]

The most popular business formula for today looks like this: “money - website - contextual advertising - product - money”. As you can see, there is no need to reinvent the wheel, you can take work. The essence of the formula is that it makes little sense to invest money in a product or service now, because they are not the main thing, the main thing is customers. Therefore, money needs to be invested in customers.

There is no shortage of goods and services as before, on the contrary, supply is greater than demand. In fact, the problem is just the same in order to get an effective scheme for getting customers. The scheme is developed and proposed above. She says that in order to get customers, you need a website first. And not just a website, but an adaptive website.

An adaptive website is needed because now from 20 to 50% of the traffic is on mobile phones. Almost all people use the Internet, and many only use it. If you don't have a website, then 95% of the customers are not available to you. Even if you have a website, it's not enough. The main search engines are now configured in such a way that non-adaptive sites are poorly evaluated by them.[3]

This is understandable, because such sites are inconvenient to use from mobile phones. Visitors very often leave them immediately after sunset. Therefore, the first thing to do is to order an adaptive website. However, by itself, without visitors, the site is meaningless. There are different ways to get them, but now the most popular option is contextual advertising.

Effective contextual advertising is popular because it allows you to quickly and easily get targeted traffic to your site. Moreover, these will be 99% ready-made customers who do not need to be warmed up for a long time. So, first of all, money is invested in an adaptive website, and then in creating clients. As soon as you get customers, you can already invest money in goods.

Well, then everything is clear — I sold the goods to customers, received money. Moreover, the better the site, the better contextual advertising, the more

customers, and accordingly, the more sales and, as a result, earnings. The proposed business formula works. Verified both personally and by millions of businessmen around the world who have received customers and sales.[2]

With its help, you can get customers in just a few days if you find those who can quickly make websites and set up contextual advertising. If you have a sum of money on hand, then you can turn it into customers within 5-10 days. This formula also has a minus. She brings clients quickly, but they can end up being very expensive.

The client can click, go to the site and buy nothing. This can be done by 10 or even 100 clients. Only 101 can buy. As a result, you will only earn money on it, but the earnings may be small. Obviously, the task is to make sure that the number of those who clicked on your ad and those who actually bought it was close to 1 to 1.

This means that ideally it is necessary to make sure that everyone who came in made a purchase. The ideal is certainly unattainable, but it's worth trying to get closer to it, because in this case you will earn maximum money. It is clear that you will not be able to please everyone even if you try hard. Therefore, it is necessary to immediately cut off those who will definitely not buy anything.

This can be done if you broadcast a specific idea to potential customers. People who are not interested in this idea will simply not click on your ad. Yes, you will not have a beautiful figure for clicks, but there will be no expenses for empty clicks. The idea should be broadcast both in the ad and on the website. Only in this case the maximum result will be obtained.[4]

By going to the site, the client must understand that he got to the right place. The site should tell the client that he can implement this idea on it. It can be the idea of a market, a product, a person, a business. And it should be an idea, not a thought, as it often happens. To get a real idea, you need to work with holograms.

The proposed formula can be upgraded so that the maximum effect is obtained. The modernized business formula looks like this: money - idea - website - contextual advertising - product - money. The better the idea, the better the result will be. The result depends on the idea for 99%, so you need to work very hard on it.[5]

The formula is simple and clear, but when implementing it, questions may arise if you decide to do everything yourself. If you have any problems and questions, you can always get marketing advice and answers to them. In principle, you can order the implementation of the entire formula from professionals.

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