

Common Marketing Mistakes

Sometimes knowing what **not** to do is as important as knowing what to do. Use this handy list of common marketing mistakes as a reference tool to keep your business on track.

Ready, Fire, Aim.

In this approach, you have no marketing plan. You leap at promotional opportunities in the hopes of getting the desired results. Step back for a moment and plan. Set objectives, identify the audiences you want to reach, decide on a budget, and determine strategies and tactics. Following a charted course of action is much easier on your time and your wallet.

Not Tracking Results.

You need to know where you get the most bang for your buck so that you can reinvest in efforts that work. Activities as simple as asking customers where they heard about you or how satisfied they are with your product or service will go a long way toward generating new and keeping existing customers.

Making It Easy for People Not to Remember You.

When you think about a soft drink or automobile, what comes to mind first? Typically, it's the name of your preferred brand. That's because the company did a good job of stamping its brand into your mind. You're no different. Whatever business you're in, your goal is get people to think of you first.

Relying on Guesswork.

You should **know** what makes customers tick. How else will you be able to focus on delivering the value that they need, want and expect from you?

Letting Marketing Go When Cash Flow Slows.

Marketing activities often go on the chopping block first when times get tight. Not a good idea. These activities are ones that help you bring in business. Rather than cease and desist in the marketing area, make adjustments. You might be surprised at what you can accomplish even on a "shoestring" budget.

Selling Features Not Benefits.

For many business professionals doing a quick list of features – items that describe your offer – seems like an effective way to convey value. On the contrary, people want to know the benefit they'll derive from those features.

Bringing In Outside Expertise As a Last Resort.

Don't be shy about calling in reinforcements. Getting help early on can save you time, energy, and money in the long run. With virtual assistance options available and affordable, help is there when you're too busy to handle your marketing efforts, when you need fresh perspective, or when you need a specific expertise that's not in-house. A penny saved may be a penny earned, but a penny invested in smart marketing comes back many times over.



Too much work and too little time? Call in the reinforcements. Virtually. Working from our own offices, we help small business, nonprofits, and busy professionals boost marketing effectiveness and maximize the best use of their time. Multiply your manpower without the costs of hiring staff. Call on us – the virtual Calvary for marketing and administrative support.

Helping Your Business Soar

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