

Common marketing mistakes you need to avoid

easyMarketing

easyMarketing.co.uk

Nathan Siekierski – Director of easyMarketing



1. Not knowing your destination

Every business needs marketing, it needs leads to convert to sales - that's obvious! Often the answer given to the question '**why are you undertaking marketing?**' will be 'because we want to grow our business'.

Well we would be doing you a disservice if we didn't tell you that this is the wrong answer. The right answer needs to be much more specific than that – laser-like - in order for your marketing efforts to be effective and should go something like this:

Q. Why are you undertaking marketing?

A. We want to make teenagers aware of our new milkshake subscription model in the Bristol area that gives them a discount for the local cinema during the month of August.

From the above detailed response, we can then start to deconstruct the objective and build in the metrics, the investment required, the Return on Investment and what in the end will come together as an impactful campaign for you.



2. Assuming you know your market

What you think you know but what you actually know are very different. And then there is the market's perspective. So before spending lots of time money and effort on marketing, it is always more cost effective to analyse your market first, starting with the people that already like what you do – your customers. After all, you want to attract more people like these – right? so using them to test new products, services and review existing ones is a great start.

Following this, it makes sense to invest a proportion of your budget into researching the wider market by undertaking full analysis to check the market exists in the first place and to find out what the people in that market actually like and need.

We can offer a service that will map, attain data, report on key words, create hashtags and even identify optimum times for social media posts to ensure you get the very best from your campaigns.



3. Not understanding your current customers and lost customers

So you have customers, which is great, and they buy something from you, (otherwise they are not customers), but do you know why they buy from you? Never assume it's because 'they just love what you do' because the chances are that isn't the reason. Even if this is the reason, you need to detail that out so that you can use specific language and ideas to attract additional customers.

You had customers that are now no longer customers - this is invaluable information and you need to explore it deeply. The very best thing you can do is speak to these ex-customers and ask them - openly and honestly - why they don't use your services or products anymore. The most important part of this is to create a communication line that allows them to be as truthful as they can be. This means putting egos to one side. All businesses screw up and get things wrong - it's about how you put them right. More often than not, you will be able to return a significant number of former customers back to customers just by applying this methodology.

This should be done annually at least before you start new PR campaigns or continue existing campaigns. We can help you build this programme and deliver it.



4. Making promises you can't keep

It's really easy to want to put a headline on your marketing communication that will blow the socks off someone and get them interested, but before you do that ask yourself if you can 100% deliver on the offering and then test that by creating a FULL money back guarantee.

We are not saying you necessarily would do that but if you had to give the full amount of money back if you couldn't deliver, that will help you regulate the promises you make.

Its not just the explicit promises you make though that matter, there are the implied ones, the suggestive ones that more often than not are interpreted by customers to mean one thing or lead them to expect one thing and end up with another, so make sure you are clear and concise with any explicit or implied promises.

In the end clear concise communication that matches the product and service will win.



5. Thinking there is a silver bullet

Don't get me wrong, some forms of marketing will definitely work better than others for you and you should test and measure to see what gets the optimum results for the investment you've made. But marketing is an ongoing evolutionary activity for any business.

The truth is there is no silver bullet. You are almost certainly not going to find one single thing that delivers everything you need to get your results. That is why it is so important to invest in preparation and research so that you can minimise your expenditure on testing the marketing itself.

Your pre marketing investment should not be in a silver bullet but in the weapon that will fire the ballistics and the variety of bullets that will be used to hit the target.



6. Not preparing to deal with the leads you generate

I have seen so many campaigns that have begun without giving due consideration to what it looks like when a potential prospect raises their hand to communicate and suggest they are interested. I would say that the vast majority of businesses have no systemised approach to this - which is basically the landing of a client. Absolutely crucial!

Not having a 'sales' conversion process that is well rehearsed and fine tuned could be the difference between converting 0% of your inbound leads to 80% of your inbound leads, this systemised process is so important and crucial in any marketing campaign that without it we would argue that it isn't worth you spending any money until you are absolutely clear on how you bring your clients onboard.

We will ask you before any campaign how you will deal with leads or enquiries and we will help you build a systemised approach that will maximise your conversion.

The good news is that as an easyMarketing customer you will get access to our exclusive sales training course that helps you deal with the inbound leads and you will also be given significant discounts for any sales training events that are run throughout the year.