

10 Common Marketing Mistakes to Avoid

A good marketing plan can help launch a new business or grow an existing one. Below are a few to common marketing mistakes to avoid:

1. Untargeted Marketing

You need to have a clear long-term strategy for your marketing campaign to be successful. Find your target audience and gear your marketing plan to that audience. Too many companies advertise once in a while and without a targeted message. Customers tend not to react the first time they hear an advertisement, so it is very important to have a clear and consistent marketing strategy.

2. Leaving advertising too late

This is a very common mistake among start-ups and small businesses. There is a delay between advertising and clients reacting, so it's important to keep on advertising at all times. You should also plan your marketing campaigns to coincide with new products, new services, upcoming events, etc.

3. Copying your competitors

Don't feel you always need to follow your competitors lead, because there is no guarantee that their forms of advertising are any more successful than yours. It is often more effective to differentiate yourself, rather than follow the competition. It is obviously important to keep an eye on the competition's advertising strategies, but don't just copy them without thinking about it.

4. Not tracking results

It is massively important to track the success of your advertising. You can obviously save yourself money by cutting out the less effective methods, and you can increase your conversion rates by concentrating on the more successful ones. If you advertise online, you can use tools such as Google Analytics and by monitoring the Cost per Conversion of your keywords. Another alternative is to simply ask your clients how they heard about you.

5. Trying to save in areas where you should be spending

Everything the customer sees will give them an impression of your business and first impressions are very important. This is why it is so important to make sure your website, brochures, adverts, etc. always look up-to-date and eye-catching.

6. Relying on one advertising medium

Marketing on television, in print or on the Internet alone will reach only a portion of your potential customers. For example, if you advertise on the internet alone you are more likely to attract a younger audience, so you might have to think of an alternative strategy to attract the older generation.



7. Inconsistency in your marketing campaigns

The most common and most costly mistake is changing the theme, format, or media used in your marketing campaign. Don't give up if an advertisement doesn't work the first time, as most of the time you have to repeat advertising for the message to get across and attract clients. You should also try and be consistent in terms of look and feel of your various advertising campaigns, so that potential clients start to remember and recognise your business.

8. Lack of follow up

Sometimes making a sale requires sending a note or picking up the phone and calling your prospects. If you have an effective lead generation strategy, prospects will provide you with their contact information and the problem they want solved. Use the web, email, and the phone to follow up and close the sale.

9. Lack of Customer Feedback

Follow up every sale or potential sale to make sure the customer is satisfied. If you ask them how you could improve your service and then follow their advice, you can't fail.

10. Not putting enough emphasis on existing clients

Don't just focus on bringing in new clients. Always remember to try and hang onto previous and existing clients, as they make up to 80% of the customer volume in most businesses.