

# 7 Common Marketing Mistakes and How to Avoid Them

---

## **Marketing Mistake # 1**

Assuming that you are your own target market.

Many business owners mistakenly believe that they themselves are representative of their own target market. This is simply incorrect – do not use advertising based on your personal mores and preferences.

## **Marketing Mistake # 2**

Giving up on an Advertising/Marketing Plan too soon.

Do not assume the marketing/advertising campaign you created is a failure because your plan did not get the expected results. If you are confident your parameters were on point, then you should trust your instinct. Remember to stay patient and persistent. Through your persistence, your membership base will grow.

A common practice for new business owners is to blame the marketing when the real issue is their “selling” of the products or services.

## **Marketing Mistake # 3**

“Saving” money by using “inexpensive” print materials and a “self-made” web page.

You should always expect a lower quality of print pieces when ordering your marketing materials from an online wholesaler or using your home inkjet printer.

Your website should look uncomplicated, clean and professional for your clients to navigate.

Often, your prospective client will make a decision about your products or services simply based on a single piece of print material. Or the ease of use of your website and how it looks. When it comes to website design and the quality of your print marketing, perception is reality. Maintaining your print material at high quality, and your website design professionally and logically ordered, presents a professional, sophisticated image to your potential clients and is well worth the investment.

## **Marketing Mistake # 4**

Not maintaining consistency with your demographic or target market.

Business owners will often try to target EVERYONE in hopes of getting more customers. Better results are attained when efforts are directed towards people that fit their targeted demographic.

Example: If you design and renovate custom homes, or even if you're a roofer, your target audience is the homeowner. That is your target market. If your home renovation company also does commercial remodeling, then targeting business owners will also be a plus.



# 7 Common Marketing Mistakes and How to Avoid Them

---

## **Marketing Mistake # 5**

NOT KNOWING what your competitors are doing?

Look at your competitors to see what they are doing that's working and what they are doing that's not. Learn from their success and mistakes. Study their marketing.

## **Marketing Mistake # 6**

You do no marketing at all.

Without marketing it is like putting no gas in your car. You have this vehicle that can't go anywhere. According to 2015 State of Small business report, 19% of small businesses do no marketing.

## **Marketing Mistake # 7**

You have no website.

In today's world you need a website. A 2016 article from AdWeek.com said that 81% of shoppers conduct research on line before buying. 51% of shoppers don't want to wait for their item. This gives you the opportunity to offer FREE shipping if you sell your products on line and it also gives you the opportunity to market to the audience that wants immediate gratification in their purchase

