

top 5 marketing mistakes

Small Businesses Make

Not Having a Plan

Promoting your business takes time, money and persistence. Without a plan any successes would be a result of luck. Luck is hard to track, change and reproduce. Every business needs a plan that can grow with their business and provide measurable benchmarks for evaluation.



Being Unclear About Your Unique Selling Proposition

In order to market your business effectively, you need to identify what sets you apart from the competition. Differentiators may be cost, product quality or product availability, level of customer service, features and selection, etc. The bottom line: What do you do better than your competition?

Trying to Sell to Everyone or Anyone!

A very common mistake made by small business owners, is considering everyone to be a potential customer. While it may be true that your product or service appeals to a broad audience, effective marketing requires a narrowed down target audience so messaging and marketing approaches reach them directly.



Fearing Social Media

Social media has exploded in recent years and has quickly become one of the most affordable and effective marketing techniques for small business owners who can focus their efforts and maximize their time spent on social media to yield big results.

Neglecting to Change it Up

We all have our routines, and that keeps us productive and efficient. But routines can also make us complacent, especially when it comes to the ever-changing world of marketing. Effectively promoting a business requires staying up-to-date with industry changes and being open to trying new or different marketing activities.



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