

7 Common Mistakes in Marketing Your Products or Services

It has been said that whatever business you are in, you are really in the marketing of that business. You may have the greatest product or service in the world, but if nobody knows about it, they cannot buy it. Marketing is all about creating and accentuating need among potential buyers for your products or services. To grow your business you need to get the attention of your prospects, address their needs and wants, and make it easy for them to buy from you. First determine the message then select the media for delivering the message to your target audience.

Your choices are varied with everything from billboard, to animated online banners, from direct mail through the mail slot or electronic, from online radio to cable TV and from magazines to local classifieds. With this many options coming at your prospects, it's more and more difficult to be sure your business will stand out and get the attention you want. Having the right message, and using the right methods to reach them can increase your confidence that your marketing efforts will get noticed. Unfortunately, many small business owners waste thousands of dollars on efforts that only achieve minimal results. With the right plan you can be successful so here are some mistakes to avoid.

- 1. Begin with a plan.** If you begin with a sound marketing strategy that targets the clients you want, with the products and services they need, you will be more successful in arriving at advertising and marketing activities that are effective in getting the results you want.
- 2. Too much focus on your product and service**
To get the attention of prospects, use a message that identifies with at least one common problem they want to solve and the benefit of using your product and service to solve it.
- 3. Missing Motivation to buy**
If you want to prompt prospects to visit your website, store or contact you, include an offer that will encourage them to do what you want. With local searches that send visitors to websites, you are missing an opportunity if you don't make sure that the content and organization moves them to take the action you want them to take.
- 4. Sending confusing messages**
Many times we hear or read a message and it takes some time to figure out what is even being promoted. Always include a short description of who your customers are and how you have helped them, so others who get the message will know how you can help them. Maintaining consistency of your message throughout all your marketing efforts is also important.
- 5. Lacking frequency**
Although some buyers make spur of the moment decisions, most need to become familiar with your products or service and this takes time. If you want your marketing to work, you need to be sure that your prospects hear or see your message frequently.
- 6. Lack of follow up**
Use the web to do research, use email, and phone to follow up on leads and get correct contact information and be sure you understand the problem prospects want solved.
- 7. Lack of tracking**
Frequently small business owners can't tell which of their efforts helped bring in business. Tracking your marketing and advertising lets you control spending and measure results for your investment. You want to know where to spend your money in the future, what to modify and what to eliminate.
 - Do you know how many sales and how much money you made as a result of each of your marketing efforts or advertisements
 - Are you making any of the above marketing mistakes?
 - What elements of your marketing should you change?

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