

10 COMMON **MARKETING** **MISTAKES**

The goal of this exercise is for you (and your team) to be honest with yourself. Read through our Top 10 most common marketing mistakes and ask yourself how you rank for each one. Be honest with yourself. It's ok – that's the point of going through this exercise.

1. IGNORING TARGET AUDIENCE:

Failing to define and understand your target audience can lead to ineffective marketing strategies. Create buyer personas and tailor your marketing efforts to address their specific needs and preferences.

Rank 1 – 10 – Importance Score 8/10

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NOTES:

2. INCONSISTENT BRANDING:

Inconsistency in branding, including visuals and messaging, can confuse your audience. Develop and adhere to a cohesive brand guide across all channels to build trust and recognition.

Rank 1 – 10 – Importance Score 6/10

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NOTES:

3. OVERLOOKING ANALYTICS:

Neglecting to analyze and interpret marketing analytics can result in missed opportunities. Utilize tools like Google Analytics to track performance, identify trends, and make data-driven decisions.

Rank 1 – 10 – Importance Score 9/10

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NOTES:

4. NEGLECTING MOBILE OPTIMIZATION:

With the rise of mobile usage, not optimizing your website and CTAs for mobile devices can lead to a significant loss of potential customers. Ensure your website and emails are mobile-friendly.

Rank 1 – 10 – Importance Score 8/10

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NOTES:

5. IGNORING SOCIAL MEDIA ENGAGEMENT:

Simply broadcasting messages on social media without engaging with your audience can be detrimental. Actively participate in conversations, respond to comments, and build relationships on social platforms.

Rank 1 – 10 – Importance Score 6/10

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NOTES:

6. RELYING SOLELY ON ONE MARKETING CHANNEL:

Putting all your marketing efforts into one channel can leave you vulnerable to changes in the market. Diversify your marketing mix to reach a broader audience and reduce risk. Follow the 75/15/10 rule discussed in my book *The Marketing Revolution*.

Rank 1 – 10 – Importance Score 6/10

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NOTES:

7. IGNORING CUSTOMER FEEDBACK:

Customer feedback is valuable for improving products and services. Ignoring or dismissing customer feedback can result in a negative reputation. Act on feedback to enhance customer satisfaction.

Rank 1 – 10 – Importance Score 9/10

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NOTES:

8. FOCUSING TOO MUCH ON FEATURES, NOT BENEFITS:

Highlighting product features without explaining the benefits to the customer may not resonate. Clearly communicate how your product or service solves the customer’s problems or fulfills their needs.

Rank 1 – 10 – Importance Score 7/10

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NOTES:

9. NEGLECTING CONTENT QUALITY:

Poor-quality content can harm your brand image. Invest in creating high-quality, relevant content that adds value to your audience and positions your brand as an authority in your industry.

Rank 1 – 10 – Importance Score 9/10

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NOTES:

10. LACK OF A CLEAR CALL TO ACTION (CTA):

If your marketing materials lack a clear CTA, potential customers may be unsure about the next steps. Clearly state what you want your audience to do, whether it’s making a purchase, signing up, or contacting you.

Rank 1 – 10 – Importance Score 8/10

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NOTES:

CONGRATULATIONS YOU ARE DONE!

Now, let's proceed with creating a scoring system for the 10 questions and their answers using a 1-10 ranking score. The importance score of each question reflects the significance or relevance of the question within the context it's being asked.

(Q score) represents the score assigned to the answer of a particular question using 1-10.

(Importance score of Q) represents the importance or weight of that question.

"X" represents the resulting score when you multiply the score of the answer by the importance of the question.

Calculate using this formula:

$$\text{(Q score)} _ \times \text{(Importance score of Q)} _ = X$$

As a reminder your "importance" score for the 10 questions are as follows:

8, 6, 9, 8, 6, 6, 9, 7, 9, 8.

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