

# MARKETING MISTAKES

that are costing you *millions*

1. **You don't understand what marketing is.** The point of marketing is to gain and maintain the attention of your target customer. This is done by making yourself stand out, establishing trust, and providing value to your customer base. \*Think, of the commercial, "Call 588-2300 Empire!"\*
2. **You don't have a marketing plan.** Your marketing plan should tell you who to market to & how. A simple marketing plan should include
  - a. A summary of goals
  - b. A clear market
  - c. How your brand is differentiated from others
  - d. Who your competition is
  - e. Your brand proposition
  - f. Budget
3. **You're still using email marketing.** Who checks their email? Because consumers get so many spam emails on a daily basis, most people no longer check their personal emails diligently. Make the switch to SMS marketing!
4. **You are just posting on social media.** Posting can be marketing, but isn't *always* marketing. Your post must have a purpose beyond showing your product or service. Are you looking to gain followers, educate your audience, entertain your audience, or relate to them? What is value are you giving?
5. **You are only posting on social media.** Would your business survive without social media? Get out there and speak to people in person. You should already know the habits of your target audience, where to find them, and how to speak to them!