

10 Causes of Marketing Mould



There is always so much to do in business that it's difficult to know which bits really need your attention. With this simple guide from Built Environment Skills in Schools, you can see the areas of your marketing effort that could make a big difference to your success:

1) Not developing your Unique Selling Point and communicating it

Why did you set up in this business? What can you do better or quicker than the competition? Why should customers want to buy from you? This is almost NEVER exclusively about price. Even if your prices are low, it is more likely to be the variety of products or the speed of delivery that forms your USP.

2) Not understanding the needs of your target audience

The less money you have to spend on marketing, the more intimately you need to know them, because you can't afford to waste any of it. Do they already get your product or service from elsewhere? Are they looking for someone more reliable/ cheaper/ quicker/ more professional? If they don't already use your offering, do they understand why they should?

3) Not testing and measuring the effectiveness of your marketing

By testing, you'll have a really clear idea of what your audience responds to and you'll never waste money. In your copy you should try different headlines, different P.S.'s, different offers, different guarantees, different bonuses, until you find the one that gets the best results. Then constantly try and improve it. Your marketing is always going to have the same fixed costs, however many leads it generates, so you owe it to your business to get the best possible return on your investment.

4) Not focusing all your marketing communications on your intended audience

Unless they want or need what you offer, you'll be fighting a losing battle from the start.

5) Not running direct response advertising

You should only EVER put your money into direct response advertising - that is, a specific offer requiring them to take a certain action in order to learn more/grab the special deal/whatever the hook is. Advertising to just make them vaguely aware of your company is a waste, you have to make them phone/email/visit a website... whatever it is that you want them to do. It usually takes 7 marketing communications from your company before people take ANY action at all!

6) Not telling customers the reasons "why"

Why should they buy from you as opposed to someone else? Why will your products and services meet their needs more effectively? Why are you running special offers or discounts? Why do you charge for returns? Why is something free?

7) Not offering a back-end of products and services

One-off sales equal the constant, risky, expensive search for new customers. By understanding what else your customers buy you can ensure a constant stream of sales

8) Not making it easy and appealing to do business with you

Although your internal processes are valuable and important to you, if they make it difficult for customers to buy from you, they are ultimately harming your business. Do you really need forms filled? Are your special offers too complicated?

9) Not educating your customer to see the value instead of the price

If you don't relate the benefits, they can only compare price. Sell the value of your offering in terms of customer benefits.

10) Not developing campaigns that are already working

Don't stop doing anything that works, no matter how bored you are by it. Try to constantly improve instead.

