

# Big **FAT** Marketing Mistakes



As marketers, we are challenged to work in many mediums, use myriad tools, thoughtfully record and utilize data, and meet aggressive goals. And we must do all of this in a carefully orchestrated manner with great attention to detail to be successful: so it's easy to make mistakes! In this guide, we will outline some common marketing mistakes - and how to gracefully fix them.



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## **Mistake: You don't follow up right away.**

If your marketing focus is lead generation, you put a great deal of work into bringing in quality leads.

## **Fix it: work with the sales team to follow up within 48 hours.**

Research has shown a drastic decrease in lead-to-close rate when leads are called/emailed more than 48 hours later - and it's diminishing returns after that. Call when leads are fresh - and if possible, implement a lead nurturing program, like an email drip campaign, so you don't lose leads that aren't ready to commit.

## **Mistake: Starving the budget.**

In order to get the word out about your company, you must allocate money to marketing.

## **Fix it: work with the sales team to follow up within 48 hours.**

Choose only marketing channels that are measurable, like paid search, and pay close attention to the data. To stretch your budget, try cross-promotions with another likeminded company, building out a referral program, and asking customers/fans to generate content.



## **Mistake: Wearing competition blinders.**

You can learn a lot from your competition - about how to differentiate, which keywords to target, and new markets to go after.

## **Fix it: use these tools to gain insight into the movements of your competitors.**

Try a keyword research tool like Spyfu, KeyCompete or Raven to see which keywords your competitors are targeting in PPC and SEO. Then build out your own keyword lists. To keep an eye on your competition's social movements, build a "competitor" list in Hootsuite or Tweetdeck.

## **Mistake: Counting on one touchpoint.**

Consider the "rule of five": the idea that a customer must come into contact with your company five times before he will convert.

## **Fix it: use "assists" to keep your product or service in the mind of the user.**

Market across multiple channels. Try using display advertising, Facebook ads and retargeting as "assists" to keep your brand appearing again and again.



## **Mistake: Selling only to your new customers.**

Upsells and loyalty programs are the “low-hanging fruit” of marketing.

## **Fix it: your customers are already your fans: it’s easier to keep them engaged.**

Use the thank-you page to offer a coupon for next time and to get social media follows. Or use a gamification tool like Big Door, which increases loyalty and engagement using game theory and incentive techniques on your website.

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## **Mistake: Doing it all yourself.**

Many of us are marketers on small teams - but you can't do everything yourself and be effective.

## **Fix it: use crowdsourcing tools to affordably hand off some of the work.**

Using a crowdsourcing tool or platform, you can hand off content generation, SEO, paid search and Facebook ads, translation, message testing, graphic design/video and microtasks - and get incredible reach with limited resources (time *and* budget).

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