

What are you doing that's holding you back?

7 MARKETING MISTAKES

Smart folks make & how to solve them.



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Why read this marketing guide

If you're reading a marketing guide titled "7 Marketing Mistakes Smart People Make and how to fix them" I'm guessing that your either checking if you're doing the right thing with your marketing or you're feeling a bit stuck?

Perhaps it's something else, but in any case, the information in this marketing guide should help you with your thinking and help you to avoid some very common mistakes that we see business people making.

We speak with business owners, CMO's and managers of businesses who are really struggling to get their head around their marketing. Sure, they know all the terms such as SEO, PPC, content marketing, email automation, etc. but they struggle to get a complete system which works for them.

Interestingly, they've got systems for every other part of their business, but when it comes to marketing, it's often dated, ad-hoc or just simply not happening. Because of this, we thought we would identify these very common mistakes and offer some solutions for the business community.

Have a full read through the guide and see what mistakes you're making and if we can help you clarify your thoughts around problems that you're facing, please call us for a chat about them.

We hope this guide furthers you on your marketing journey.

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You can learn from your mistakes

It may surprise you to learn that up to 31% of Chief Marketing Officers (CMO's) say they have no idea if they're doing the right thing with their marketing and 18% are concerned about costs and wasting money!

ref: (Conversion How to convert prospects into customers by Justine Coombe page 3)

So if you're struggling with figuring out what to do with your marketing, you're not alone. We've all made marketing mistakes, but as with everything in life, it's time to dust yourself off and get up and learning again.

The big issue in marketing is that there is just so much information out there and so many people with a "quick fix" and "five easy steps". Well, marketing is not that easy, and there are many different steps in a campaign. So the question is what you should do now right now to reach your ideal premium clients?

We find that many business owners & managers suffer from one or more marketing ailments including:

Marketing overwhelm

They have read, watched and listened to too much info on the internet, and they feel really overwhelmed and stuck. They are "Google" experts but still don't know where to start!

Marketing procrastination

They've mapped out a strategy, but they now realise they can't implement it. They are stuck and can't move forward. They often sacrifice implementation for perfection and end up back where they began.

Failure to launch syndrome

They have their strategy, content and systems in place but it's just not working like they thought it would. They've invested but there's not results and panic is starting to settle in.

Marketing PTSD

They trusted an individual or company with their marketing, but the whole thing has gone up in smoke. Their web developer is holding them; hostage, the website has crashed, social media is MIA, and it's all gone south.

It's time to get over it!

Sure bad stuff happens, but it's time to get over the pain of wasted time, money and effort and to refocus on your goals and get some help with your marketing.

Read through this guide and learn from "other people's" mistakes and start today to apply the lessons you can learn here.

We hope you enjoy this guide.

Mistake #1 Not understanding what's changed.

The reason that business owners struggle with marketing so much is simple. They don't realise how the world is changing and what impact these changes are having on society and business. They think that the way their customers think feel and act is the same as it always has been and they ignore three major changes that are taking place in our society.

1. Technology has changed.

We are in a technology revolution where everything is faster, cheaper and more convenient. Technology is disrupting industries, and the way things are right now will be a thing of the past in just 5-10 years. This is the biggest global revolution to hit us since the industrial revolution, and it's reshaping everything, so it's important for a business to understand this important driver of change.

2. People have changed

Take a look at people around you. They are connected digitally, and it's shaping their beliefs, expectations and behaviours. The whole fabric of our society is changing as people turn to a socially driven digital lifestyle and a global marketplace for information, goods and services. If a business doesn't connect with consumers in a meaningful way, then they risk becoming irrelevant in the digital economy.

Marketing has changed

Marketing nowadays is about information and choice. No longer are sales people in control of the sales process, but the power of choice has moved to the consumer.

According to Hubspot, 65% of purchase decisions are made BEFORE a consumer talks with a salesperson. This means if you don't set up a relevant customer acquisition pathway then they simply won't find you, evaluate your offer and choose your product or service.

Unfortunately, people think that they can advertise, push, yell and sell in an "old school way and think that they will be successful online. But it doesn't work that way. You need a marketing system which attracts, converts, closes and delights your ideal premium customers in a way that they can identify with you.

Just last week I walked past a fishing tackle shop in the evening. To my surprise, there were about 60 burly fishermen sitting down taking notes during a presentation being given by the shop.

That about sums up modern marketing. It's about drawing your ideal premium customer into wanting to learn how to achieve what they want, before trying to sell them what you've got!

Find out more about Inbound Marketing
[Click here](#)

Mistake #2 Rushing to the megaphone

When our phone rings, nine times out of ten someone wants a website, social media page, smartphone app or marketing collateral and they want it "yesterday," because they are in a sales slump.

Many business people are in such a rush to get something up quickly, and this one mistake always costs them in the long run. Most people haven't thought about their marketing strategy; they are just focused on what we call "**the marketing megaphone.**"

The problem is that unless you take the time to think about what you're going to say through your megaphone, you might end up saying the wrong thing to the wrong people.

Fishing provides an example of what happens when you rush your marketing. You race home, grab your fishing rod and head for the local jetty, just to realise that you've forgotten the bait and the bucket to put your catch in!

Can we suggest, that BEFORE you get too excited about a new website / app or social media that you think about:

1. Who are you targeting?
2. What bait are you using?
3. What will you do with them once you get a bite?
4. Do you have a system in place to land the catch of your dreams?

Slowing down and talking about your overall strategy might not feel very exciting. However, with careful preparation, you will end up with a complete marketing ecosystem that will produce so much more than what a rushed job or one-off task will ever produce.

We use the 7P Marketing Method for our own business and with our clients. The 7P method along with our workshops help business people to consider seven important areas they should prepare for before they rush out and organise their marketing megaphone.

Without considering each of these important areas, you will always struggle to get the results you really deserve.

The 7P Marketing method topics

1. **Purpose** - Share your passion & vision
2. **Personas** - Connect with your ideal clients
3. **Products** - Promote new products & services
4. **Pitch** - Deliver a perfected pitch
5. **Pathways** - Lead your prospects ever closer
6. **Platforms** - Leverage the best platforms
7. **Procedures** - Maximise good marketing habits

Mistake #3 Copying the competition

It's incredible how many business people make the assumption that their competitors are getting their marketing right. While you may be able to observe their success or even measure market share, using your competition as your only benchmark can be really dangerous.

Of course, it's interesting and good to see what they're up to but we find far too many business people who are fearful or obsessed with their competitors. Consequently, they ask us to copy websites, run similar offers and promotions and to make sure that we are keeping up with their rivals. We're all on for competitor analysis, but the danger is that your marketing ends up so similar to them that you lose your point of difference.

An important lesson from Masters Hardware

This national chain entered the market in 2011, but by 2016 they announced that they would close all of their 62 stores.

One of the issues they faced was the fact that Master's stores had the same, look, feel and product range as Bunnings (a well-established competitor). And while there were attempts to create a point of difference it wasn't significant enough, and consumers stayed loyal to Bunnings. It was only in their closing down sales did the crowds really arrive in their thousands. It goes to show that even big companies get it wrong with the most basic of marketing principles, having a point of difference.

You need to stand out, not blend in!

Standing out from the crowd is not always easy, and it can be risky. However, if you can identify what your market wants and you communicate your value with clarity, then the market will reward you

Your business needs to have a fresh way of adding value. It needs to solve meaningful problems for a significant group of people. Adding value for your clients means that you should do something for the clients that they can't get anywhere else. For example, we recognised that our target market (small businesses with 10+ staff) know that they need a marketing strategy. But no one in the marketplace would take the time to teach & explain what, why and how they could reach their ideal, premium clients (IPC's)

So rather than just sell marketing services, we decided to train business owners and managers in how to design & implement a marketing strategy for their business. It was when we stopped selling and started sharing our knowledge that our business really took off. As a result, we are attracting, converting, closing and delighting more of our IPC's than ever.

What is your point of difference?

Download the POD worksheet [here](#).

Mistake #4 Following unicorns, silver bullets & gurus.

The internet is one of the best inventions ever but also one of the worst. I say best because of the amount and speed at which information travels but worst because of the way so many idiots use it.

In the realm of marketing and marketing solutions, it seems that these idiots are hell bent on flogging empty promises to unsuspecting business people. They claim that for just a few dollars per month your marketing will work and all your dreams will come true. Others contact you via spam email or call to offer you the number 1 position on Goggle.

Same idiots, different day!

Marketing has become highly automated, and some elements can be "set and forget" but not in the way they would lead you to believe. Like every other profession, marketing requires a professional qualification and years of proven experience to deliver results for clients on a professional level.

Watch out for thinks that don't exist

Watch out for "unicorns", "silver bullets" & "online gurus". These people will sell you the very systems they are using to fleece you, and we've seen so many serious business people make the following mistakes.

1. Buying marketing systems that don't work
2. Paying for pre-recorded online training, they can't participate in
3. Purchasing "marketing apps, " they will never use
4. Following tutorials that are general in nature
5. Staying up all night to learn marketing off the net
6. Assuming it's easy to get rich online
7. Buying from spam emailers who promise "No1 on Google."

So what actually works?

Like all professions, marketing starts at the foundations of your business. It develops a plan, executes & tests the results. You need to work with a professional who is doing what they say and saying what they do, someone with years of provable experience and a plan to attract, convert, close & delight more of your ideal premium customers.

So in your search for the right marketing partner, consider how you found them, what their sales process feels like and whether they understand your business and customers.

To learn about a systematic approach to marketing

Download the 7P Marketing Method Guide

Mistake #5 Giving marketing to non-marketers

One of the amazing thing about marketing these days is the rapid rate at which it changes. We are in a period of time that unless your team is constantly updating their knowledge and skills your marketing could be missing the mark and it could cost you dearly.

What we see when we are out with new prospects or clients is a tendency to trust marketing, particularly social media marketing to young people, not because they're qualified or have any particular knowledge but just because it's assumed they know all about "this stuff".

Using social media as a business is much different than using it as a consumer and the same goes for websites, newsletters, email automation and apps. Sure we have a new generation of young people (I'm one of them!) who have grown up in the digital age but beware of giving such important areas ways to no skilled people.

It's hard on your own

Wow, it can be really hard trying to get everything done, when you're just starting out, or you've got a very small team. Not only is everyone already flat out with core tasks, but in a micro team everyone is pitching in to cover tasks wherever they can.

While startups and micro teams are really exciting, consider using a mix of team and outsourcing. We would suggest that rather than outsourcing important areas to cheap labour overseas, there're many small businesses in your local area who would be more than willing to help you.

Using overseas outsourcing sites such as Up work or Fiver might be cheap, but unfortunately, they are flooded with larger companies using what is equivalent to sweat shops except for digital workers. Many "profiles" are just covers for this kind of operators, so be careful to do your research.

It's hard with a small team

In small businesses with 10 - 30 people it's very important not just to hand out jobs to unqualified people on your staff. For a company with enough marketing budget, you will find local agencies like 7P Marketing who will be able to help with a team of professionals at a fraction of the cost of one marketing manager or lost time using under qualified existing staff.

If you would like to chat about having access to our team contact us

Mistake #6 Stitching and patching solutions

Because marketing and technology solutions change so rapidly, business owners and managers fall into the trap of using more service providers and software solutions in their organisations than they need to.

We talk with business owners who have a separate person doing their website, hosting, smartphone apps, email marketing, email newsletter, video & graphics, social media and IT support.

This often happens because you start with one provider and then add another until you're spending more than you need to each month and you're not sure who's doing what.

Coordinating your marketing

Having your marketing platforms scattered between service providers is not only risky, but it's also hard work. It's better to have a marketing professional who can coordinate your website, social media and email marketing in one single campaign. If they can take care of your artwork, copywriting and your techy stuff it will make your marketing more effective and easier to coordinate.

Keeping your platforms secure

When we work with companies and individuals in their marketing, it never ceases to amaze us that many don't know where their website is hosted, what the password to their social media is or if they own their domain name or not. We've also had to rebuild complete websites for people who's so called web developer had shot through with the login details.

The moral of the story is that you should reduce the number of services and platforms you are using, you should always own your platforms, and you should always retain the usernames and passwords to every account!

Saving time money and effort

The best thing you could do is to have a marketing and technology plan that works together as part of your overall marketing strategy. By having a simpler, leaner and cheaper set up in place, you will lower your exposure and increase your efficiency.

Want to discuss bringing all your marketing and IT under the one united strategy?

7 p m a r k e t i n g . c o m . a u

Book a discovery session today

Mistake #7 Not following a proven plan

The biggest and final mistake that business owners make is when they don't follow a proven marketing strategy. Too many business owners start to think about marketing when it's too late, and they are already in a slump rather than being pro-active.

A lack of a proven marketing strategy is the very reason why businesses experience ups and downs and why marketing is such a cause of so much anxiety among business people these days.

At the start of this guide, we cited Justine Coombs in her book "Conversion" where she said that 31% of Chief Marketing Officers (CMO's) say they have no idea if they're doing the right thing with their marketing and 18% are concerned about costs and wasting money.

We see this in businesses every day. These changing times have left business owners and managers with a knowledge deficit, which is why they trust the wrong people or revert back to doing what's always been done.

Business owners and managers go back to doing ad-hoc, sporadic and copycat marketing to look like they know what they're doing but underneath they really are panicking because they're not sure what to do.

What your business needs is a proven, understandable plan which can be implemented each month to attract, convert, close & delight more of your ideal premium client to your business.

Your marketing strategy and plan should be a step by step analysis of what you need to do and how to get there. To help you with this, feel free to download our 7P Marketing Method guide or to book a discovery session with us.

In this session, you will learn what needs to happen in your business marketing and the steps you should take to getting your marketing sorted once and for all.

Book your session now.

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About us

www.7pmarketing.com.au

7P Digital Marketing

7P marketing is a digital marketing company that helps business owners & managers to attract, convert, close and delight more of their Ideal Premium Clients.

We create and implement complete marketing strategies for our clients that replace the hard work of traditional marketing with an automated sales and marketing systems that delivers real results.

Our services include:

- marketing workshops
- marketing strategy
- social media management
- online marketing
- marketing copywriting
- professional blogging
- website design & construction
- app development
- email marketing automation

7P Marketing Method

The 7P marketing method is a series of workshops which help business owners and managers to design a marketing system to attract, convert, close and delight more of their IPC's.

Rather than just an educational style work our clients each step of the workshop becomes an actionable step in your marketing strategy.

To attend an initial FREE discovery session
register at 7pmarketing.com.au/our-agency/workshops/

To gain addition insight into building a marketing strategy for your business visit

7pmarketing.com.au/resources/