

MESSY MARKETING

Mistakes

Failure to Identify, Refine, or Review Who Your Ideal Client Is

No one sells to "everyone" nor should you. Take time to really dig into your ideal client not just give it lip service.

Once you do, continue to fine tune the characteristics as you start to work with clients. Then, review this yearly to make sure you are still marketing to your ideal client.

Failure to Be Consistent

Consistency in marketing is the key to success.

What is consistency?

A message that carries across all marketing mediums. A tone of voice that is representative of your business. A brand that identifies your business in every application from social media to your website.

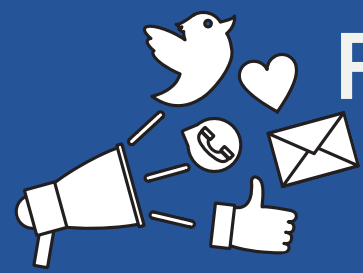
Not Saying "NO"

Just as important as identifying your ideal client is identifying your areas of expertise.

Learn the best way to serve your clients, market those services and say "NO" to potential opportunities that may not be in alignment with the vision you have of your business. Stick with what you do best.

Thinking "PLAN" is a four letter word.

The easiest way to be consistent with any marketing is to plan for it. By planning, whether you plan a week out, a month out or a year out actually allows for more flexibility in your marketing. You can track the "big picture" and make sure you are hitting your goals.



FOCUSING TOO MUCH ON SOCIAL MEDIA

Not Having a Clear Call to Action

Your potential clients need to be told what to do next. Click here, schedule a call and download now are very clear next steps. Make sure the steps are clearly visible with a bright, attraction grabbing color.

Not Converting Your Social Media Followers

Engagement and followers are great but they are just vanity numbers if you do not "own" your followers.

How?

Offer value in exchange for their email address.

Not Having a "List"

Email marketing is 40% more effective than social media and purchases happen 3x faster.

Collecting and "owning" email lists are a way to connect with your ideal clients in a personal and effective way.

ROI on an effective email campaign is \$40 for every \$1 spent.

"Social Media is the Soundbite. Your Website is the Full Story."

Lori Lyons |

Your Business Doesn't Have a Website

84% of consumers think a business with a website is more professional than companies that only have social media pages.

30% of prospects won't work with a company that doesn't have a website.

Your website is the foundation of your marketing plan. All digital roads should lead back to your website.

Your website works for you 24/7. Treat it well!

Not Paying Attention to Mobile Design

9 out of 10 prospects are lost due to a poor mobile experience

Over 50% of purchases are completed on a mobile device

48% of buyers use their smartphones for a first contact with a business.

How your website looks on mobile is important. A less than optimal mobile experience will hurt your marketing and cost sales.



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