

# Deadly Sins of Marketing

## **Not establishing marketing goals**

- + What are your company revenue goals?
- + What are your closing rates?
- + What are your conversion rates?
- + What are your attrition rates?

## **Not knowing your target audience**

- + Have you done your market research?
- + Have you established one or more buyer personas?

## **Not having a timeline**

- + Create campaign milestones to avoid overwhelm.
- + Schedule each stage of the campaign for maximum effect.

## **Not establishing a budget for marketing efforts**

- + Base your budget on your overall marketing goals.
- + Break your budget into categories (digital efforts, in-person events, traditional advertising efforts, etc.)

## **Not knowing your competition**

- + Who is your direct competitor?
- + What are they doing?
- + What is your position in the market in comparison?

## **Creating a poor online user experience (digital presence)**

- + Does your website load quickly?
- + Is your website mobile friendly?
- + Is your website easy to navigate?
- + Does your website have clear CTAs?

## **Settling for lackluster content and creative**

- + Are your marketing materials designed to capture your consumer's attention?
- + Do they highlight what makes you special and how you stand out from your competitors?
- + Is your website informative and content-rich?