

The Top Ten Biggest Marketing Mistakes

By M. E. Callan

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Marketing is essential in today's business climate, yet it can do more harm than good if done improperly. Avoid marketing's biggest pitfalls by steering clear of these common mistakes.

1. No vision, no expectations.

Too many companies don't really know what they want from marketing, or expect to get overnight results. First, set your goals. Second, realize that marketing is a process. Third, always make sure that the process matches the goals.

2. Lack of buy in.

Executives, managers and staff who don't believe in marketing can be extremely detrimental to the whole process. Gain buy-in by clearly communicating the goals and processes of your marketing campaign.

3. Fear.

Companies often encounter thinly veiled fear when it comes to marketing. It is not the marketing they are afraid of, it's failing at marketing that keeps them from even starting. Don't be afraid to fall down a couple times as you get your marketing up and running.

4. Lack of education.

If you fail to educate your staff about marketing, they will continue to mistrust it. This can lead to an undermining of the entire process.

5. Wasting Money.

A well-executed \$500 campaign can bring in more leads than a poorly designed \$50,000 plan. Many "traditional" marketing techniques, like advertising, may not produce enough results to justify the cost. At least twice a year, evaluate where you are spending your marketing dollars.

6. Wasting Time.

Don't feel obligated to go to that tips group every week if you aren't seeing any business from it. Give all your marketing sufficient time to prove its worth, but don't hesitate to dump parts of it if they aren't working.

7. Lack of Communication.

Don't plan a huge seminar and then neglect to tell the staff about it. Foster an open door communications policy on all marketing matters.

8. Lack of Accountability.

This one thing alone could be the worst marketing mistake a firm can make. It is essential to set realistic goals and deadlines for those involved in marketing. Otherwise, you're likely to get "yessed" to death and nothing actually gets accomplished.

9. No Rewards and Recognition.

Without rewarding or recognizing the marketing accomplishments of your firm, incentive to perform will falter. Acknowledge marketing successes on a consistent basis.

10. No Written Plan.

It was once said, "As it is written, so it shall be." Write down your goals and plan, and the likelihood that you will realize your vision will greatly increase.

These are common problems that many businesses run into. Stay ahead of your competition by not repeating their marketing mistakes.

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