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5 Common Advertising Mistakes You Can Easily Avoid

By Bob Leduc

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5 COMMON ADVERTISING MISTAKES YOU CAN EASILY AVOID

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These 5 common advertising mistakes cause you to lose sales. But you can easily avoid these mistakes once you become aware of them.

1. STOP AND GO ADVERTISING

Many businesses reduce their advertising when they are getting plenty of sales. Then they increase their advertising when sales decline. This pattern of stop and go advertising creates a repeating cycle of high sales volume and low sales volume. It also prevents the business from growing.

Develop and follow a plan of regularly scheduled advertising regardless of your sales volume. Continuous advertising produces steady growth. It also reduces the time you have to spend on making advertising decisions.

2. ONE SHOT ADVERTISING

Businesses often devote all of their advertising efforts to attracting new customers. But they devote little or no effort to cultivating these prospects for future sales.

Most prospective customers will not buy the first time they hear or see your sales message. But many will buy later if

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you follow up with them. Your follow up can be as simple as contacting them periodically with a new offer.

TIP: Customers are prospects too. Stay in contact with them. Find or develop other products or services you can offer them. It's easier to make a sale to a previous customer than to someone who never bought from you.

3. COPYCAT ADVERTISING

Businesses often copy their competitors advertising ideas. This can be effective for a short time. But results quickly

decline as more and more competitors copy the same idea.

Instead of copying your competitors advertising ideas, improve on them. Create something better – something your competitors cannot copy.

For example, give your customers a reason to buy from you instead of from a competitor. This can be as simple as including a unique bonus only you can offer – or providing the personal attention your competitors are not willing or able to provide.

4. SCATTER SHOT ADVERTISING

Many businesses get poor results from their advertising because they reach too many prospects with little or no interest in what they are selling. This often occurs because they choose the cheapest advertising instead of looking for low cost targeted advertising.

Take some time to research and plan your advertising efforts. Look for ways you can reach concentrations of prospects likely to be interested in your product or service. Then design your message to appeal specifically to their interests and needs.

TIP: Look for alternative media your competition may be overlooking. For example, many online marketers have started using direct mail postcards to generate traffic to their web sites. It's a low cost way to bypass the heavy competition online.

5. SELF FOCUSED ADVERTISING

Advertisers often promote facts about themselves or their products in their advertising. But facts don't sell. Benefits sell. For example, which of the following has more impact?

1. "We provide complete marketing services for starting your own business"
2. "No more time clock. Work when you want. Take long vacations"

The first focuses on the company and describes the service it provides. It's boring and unattractive. The second focuses on the benefit provided by that service. It attracts attention and creates excitement – and generates more sales.

These 5 common advertising mistakes cause you to lose sales. How many are you making? Apply the information revealed in this article to avoid these mistakes – and maximize the results you get from your advertising efforts.

Bob Leduc is a Sales Consultant with 30 years experience in building successful businesses. He just released a revised and completely updated New Edition of his manual, "How To Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. Email: BobLeduc@aol.com Subject: "Postcards" Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

Five Common Web Design Mistakes

By Charles Nixon III

There are often many mistakes encountered when creating a webpage or website. Learn about the top five website mistakes, and how to avoid them.

Mistake #1

Web page size. If your website takes longer than 10–15 seconds to load you should consider optimizing it for the web. This is one of the biggest mistakes a web designer can make. You may have cable and love to fill your website with graphics, but if your visitors don't have cable or a fast connection at all your chances of getting them to wait that 10 to 15 seconds for your page to load is very slim.

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Mistake #2

Flashy ads. Ok, so you have to bring in some cash some how right? So you sign up to a bunch of banner ad affiliate programs. Only problem with this is their banners are animated and constantly flashing while your visitors view your website. This can be good in some cases for getting some extra cash. But visitors can be easily annoyed by these banners.

If your trying to get customers, having these flashy banners increases your chances of your visitors leaving. Lots of people may be drawn into these ads (probably your best customers) and if they click that ad, they are now a customer to someone else thanks to your affiliate program.

Mistake #3

Confusing Navigation. Before you build a website you should make a sitemap for how everything is going to be setup. Come up with a plan to have some form of contact information on each page. If your visitor comes to a page and wants to purchase something and they cant find a contact link they will most likely change their mind while searching for it. Keep your navigation consistent on each page. If your visitor has to learn to use a different type of navigation system on every page they will become easily annoyed.

Mistake #4

Confusing Content. You want to make everything easy to read and navigate. If you know someone thats in their teen years you should come up with some questions to ask them about your website. Like: What do you think my site is about? Would you buy this product on my website? Can you understand the information on this(blank.html)page?

If you can get a teen, or even any average person to answer these question's honestly you can find ways to change your setup so that anyone and everyone is drawn in to purchase from you.

Mistake #5

Advertising. When you advertise your website the number one thing that you do not want to do is spam. It is very easy to advertise your website all over the web for free! You can use forums, article submission groups, online communities, chat groups, news feeds, and much more. If you do resort to spam this could hurt your website sales. A lot web surfers will go around and if they find spam they will report it to someone that will post it on a website that degrades or gives bad reviews on your website.

If you can avoid these five mistakes that almost every webmaster experiences than you will be on your way to success in no time.

Charles Nixon – Website Designer Driven by Creativity Building websites to increase sales, and build web presence Did you start your business to create a website? or to run your business? With competitive pricing and your project delivered on time and on budget

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