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**How To Correct Common Marketing Mistakes**

**By Kevin Nunley**

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A well-tuned marketing campaign is a beautiful thing. Your advertising not only connects with just the right prospects, but it seems everyone is talking about you, your product, or service.

Sales come in at a nice pace. Profits mount as you quietly chuckle thinking how little you spent on marketing. Suddenly, moving your company forward doesn't seem hard at all.

Unfortunately, marketing rarely works that easily, at least at first. Rhonda, who is marketing director for a mid-sized business-to-business company, purchased an expensive series of television ads to boost product awareness. "I thought getting our brand in front of so many people would naturally increase sales, but it didn't happen," she laments.

Meanwhile, Ted, working hard to get a home-based business opportunity started, sunk his entire three-month marketing budget into a sales letter to 1,000 prospects. Only a few responded leaving Ted wondering what he did wrong.

Most marketing gets held back by a few very common mistakes. Let's look at a few along with ways you can easily correct them to get your advertising back on track.

Mistake #1: Your marketing gets lost in the crowd. Each of us gets bombarded by thousands of advertising messages every day. >From magazines, to radio ads, to a TV talking in the background, to the flier left on your front door, the daily ad barrage continues.

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Prospects quickly learn to ignore marketing. After all, most of it has very little to do with their concerns. Prospects only pay attention to marketing that is radically different or marketing that speaks directly to their most immediate concerns.

Highly innovative marketing rarely works. It may be one of the most counterintuitive features of promotion. How many of the outrageous dot-com ads from the 1990s do you still remember?

Instead, separate your ad from the pack by making it talk directly to something the prospect really cares about. It should

point out a problem your product or service can solve.

Make the language of your ad sound like the way customers would describe the problem, the solution, and the way they feel after the problem is solved. This is language that gets attention.

Mistake #2: Marketing targets an audience that is too broad. Before you can address the specific concerns of a prospect, you have to narrow the groups of people your marketing is reaching.

Ted's sales letter didn't work because the list of addresses he mailed to weren't people who had already shown an interest in starting a home-based business. Many were already owners of good-sized businesses. Others were managers in companies with little time or inclination to work from home.

Ted would do better to use a more tightly targeted list of people who had recently requested information on a home-based business or had tried one or more opportunities in recent years.

An ad in your big city newspaper will reach a great many people, but very few will be in the market to buy your improvement for offset printers. In this case, your ad would work much better in a trade magazine for printing companies.

TV and newspapers work very well to sell products used by a large, diverse mass of people. You can target TV and newspapers further by putting ads on specialized cable TV programs or in special neighborhood editions of newspapers. Likewise, you can get better targeting and lower rates by placing ads in regional editions of national magazines.

Mistake #3: Your ad budget gets blown in a one-shot marketing

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gamble. This is one of the most common and often heart-breaking problems. A new store will spend everything they have on one radio remote, full page newspaper ad, or direct mailer. If the first try doesn't work (and it often doesn't), there is no money left for a second or third try.

Which leads us to the next mistake.

Mistake #4: Marketing isn't consistent. The old saying among veteran marketers is the first ad never works. You get consistent, long-term results by continuing your ad over weeks and months.

It may be true that familiarity breeds contempt, but not in marketing. Familiarity develops awareness and confidence in prospects so they buy.

There are endless examples of a small inexpensive ad that appeared in the local Sunday paper every issue for years. Sales started slowly, then built to a constant roar.

I'll never forget the owners of an auto parts supplier who strongly believed if the ad didn't pull astounding results the first time, there was no use in continuing. They bounced from ads in one publication to ads in another with little to show for their effort.

Mistake #5: Marketing fails to tie different media together. Too many times the direct mail campaign a company does has little to do with the magazine ads they are running. Instead, make your ads in different media all relate to each other.

Take the audio from your TV commercial and adapt it for a radio spot. Use a still from the TV commercial in your magazine and newspaper ads. Take the still photo and some of the verbiage from your spot and use it in a direct mail campaign.

The continuity will increase your chances of breaking through the marketing clutter to really reach prospects.

Keep in mind different media work in different ways, accomplishing some things better than others. Television SHOWS how your product or service works. Radio helps people know the FEELING of using your product. Newspapers and magazines are good at EXPLAINING how things work. Direct mail utilizes the power of

the letter to talk to your prospects in a very personal one-on-one way.

Mistake #6: Finally, don't believe the hype that the Internet is somehow dead or dying. USA Today recently reported the number of people using the Web has doubled since the Internet Boom in 1998.

Huge numbers of consumers and businesses worldwide now understand the Web is a wonderful place to find a large variety, get things done fast, and uncover a lower price.

Use your web site to give visitors all the information they need to understand and buy your product or service. Have your TV spots, radio commercials, print ads, and sales letters all send people to your web site where they can spend as much time as they need perusing your in-depth material.

Marketing is one of those aspects of life where the tried-and-true often works best. Use these proven solutions to common marketing mistakes to insure your advertising and promotion

efforts bring the results you expect.

### **Product Review: Affiliate Mistakes Special Report**

**By David Cooper**

In his ebook "Affiliate Mistakes Special Report," Chuck McCullough teaches you how to spot and avoid or correct ten simple, yet costly errors that can seriously damage your efforts to promote affiliate programs successfully. Instead of writing about the broad based generalities of affiliate marketing, Chuck takes you by the hand and teaches you why most affiliates never make a dime in commission. Then using a detailed and systematic approach, he provides you with an effective, easy to implement solution to correct these mistakes.

The ebook prints out to about 151 pages and although some of the information may seem pretty basic to some advanced affiliate marketers, it does cover in detail how to avoid the mistakes that 95% of all affiliate marketers are making. Most of this ebook delivers rock solid information that both beginning and intermediate affiliate marketers can put to use.

Chuck McCullough is the owner of [AffiliateMatch.com](http://AffiliateMatch.com) one of the most visited affiliate program directories on the internet today. Chuck also owns [FindSticky.com](http://FindSticky.com) and publishes the *Affiliate Informer Newsletter*. Chucks' experience in affiliate marketing along with his unique perspective and boundless enthusiasm, make him very qualified to write a report on affiliate program marketing.

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In "Affiliate Mistakes Special Report," Chuck doesn't just tell you what the most common affiliate mistakes are, he provides you with a very clear and concise solution to each of the mistakes. Chuck has divided up each of the mistakes into a chapter of its own.

Chapter 1 on why you should actually own the products you promote, and Chapter 2 about trying to promote too many programs at once were two dynamite chapters. They were 100% right on the mark. McCullough must not believe in appetizers, because he gives you the meat and potatoes right off the bat in this report!

Chapter 5 which provides a glimpse into Chuck's "unconventional wisdom" which proved to me that Chuck was holding nothing back in this report. There is also an additional chapter on Advanced Topics and two other bonus chapters. One of the bonus chapters provides you with a nifty "secret". I will be adding this "secret" to my site.

Though Chuck's expertise in affiliate marketing is clearly evident throughout the book, I thought a section in chapter 7 about calculating the worth of a visitor when you are purchasing traffic from pay-per-click search engines was a bit confusing. However, after my 13 year old son explained it to me, it became crystal clear. So, maybe this initial confusion on my part should be attributed more to my mathematical dysfunction and less to Chuck's formula.

In his sales copy, McCullough asserts that anyone can learn the exact methods necessary to have a profitable online business. Now, I am the world's leading skeptic when a person says "anyone". However, after reading this report, I can see how he can actually back up this claim.

Chuck takes the high road in his report and tells you right up front that making money on the internet is hard work. He deserves high marks for his honesty. Making Money on the internet is certainly not as easy as some of the "gurus" would have you believe. What makes this report different in my opinion is that McCullough's approach is not only about affiliate marketing it's also about business building.

If you are interested in promoting affiliate programs and building your online business the correct way, then I give "Affiliate Mistakes Special Report" my highest recommendation and a 9 on a scale of 1 to 10.

For more information on Chuck McCullough's ebook, "Affiliate Mistakes Special Report," please visit

Hopefully Chuck will produce another ebook that will teach us another important aspect of internet marketing in the same well-written manner.

David Cooper is the owner of

and the publisher of the

1Source-WebMarketing Newsletter. Subscribe to his FREE Newsletter at

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Product Review: Affiliate Mistakes Special Report

Let Your Mistakes Improve Your Marketing And Your Profits

Are You Using the Right Form of Energy?

Why Doesn't My Small Business Web Site Sell?

Do You Make These Mistakes When Using A Rowing Machine?

File Resource Meter Software

Online Dating Secrets Revealed!

How to keep up the SPICE in your Love Life.

Ewen Chia's Website Conversion Secrets

Collectible Manager Pro Software



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