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The 7 Most Common Marketing Mistakes

By Michael Fleischner

When marketing your product or service, you need to have a firm understanding of your audience, the message you want to deliver, the offer you're willing to make, and the optimal timing for your marketing campaign.

Too often novice marketers, even marketing veterans, make costly mistakes that result in poor performance of their marketing campaign. Common marketing mistakes can be avoided with adequate planning, attention to detail, and ongoing measurement and evaluation.

If you're considering a traditional marketing campaign, an Internet marketing campaign, or something that's never been tried before, be sure to avoid these common marketing mistakes.

1. **Timing.** You may have a great list, a fantastic offer, and even a well designed marketing piece, but if your timing is off, so too will be your results. As an experienced marketer, I have seen some very expensive marketing campaigns that were very compelling but failed to produce results. This is because the campaign reached consumers at a time in which they had no interest in buying the product. For example, trying to sell snow shovels in July would not be considered good timing.
2. **Failure to Test Your Headline.** As the first thing your prospect usually reads, the headline is essential for luring your prospective buyer into the message, your offer, and the action you want them to take. Regardless of the medium, you should continually test your headlines (or subject lines) by running split tests and evaluating response. This ensures that your marketing message attracts the largest number of prospective buyers.
3. **Failure to Test Your Offer.** In direct marketing, the offer is directly correlated to 40% of your response. If you have the right offer, people respond. There are other factors to consider as well, but providing a compelling offer is required in most instances. Offers can range from discounts to hurry while supplies last, but the commonality remains. Test your offers for optimizing response.
4. **Having a Good List.** Having the best offer and award-winning design is not enough. For many

The 7 Most Common Marketing Mistakes

types of marketing campaigns, success is directly tied to having a targeted list. With today's sophisticated list generation tools, you can acquire lists that are highly segmented based on demographics, psychographics, buying behavior, and many other characteristics. The key here is not to be penny wise and pound foolish. If you're wondering where to invest your marketing dollars, spend them on developing a good house list (names you acquire on your own) or by renting/purchasing a well segmented marketing list.

5. Relying on a Single Communication. On average, consumers are hit with over 2,000 marketing messages everyday. In fact, recent studies have indicated that consumers need to see your marketing message an average of 12 times before they take notice. If there is any truth to the claim in part or in whole, it means that you must communicate to prospects on a regular basis. Placing a single ad in the newspaper or sending a single email cannot deliver effective results. Determine the media that prospects use to gather information and develop an ongoing campaign that works within your budget.

6. Not Measuring Campaign Effectiveness. Over time, your business is going to do a lot of marketing. Even if you are a small business wondering how you're going to communicate to a prospective audience, you're going to eventually have some type of communication. Regardless of the marketing campaign size or expense, you need to track your results. This can be done with a simple spreadsheet or a multi-million dollar CRM system. The bottom line is you need to record what works and what doesn't so that you can improve your results in the future.

7. Failure to Continue the Dialogue. After consulting for a number of large companies, I'm still amazed at how many fail to communicate to customers on an ongoing basis. Often times, consumers or businesses only hear from the seller when its time to buy again. If you have an established customer base, chances are you've worked hard to acquire them. You should be spending some of your marketing budget to retain them. Be sure to open a dialogue with customers, solicit their feedback, and communicate with them regularly. This will help to build your business over the long-term.

If you're new to marketing, have experience as a marketing professional, or simply want to improve your current marketing results, be sure to learn from the mistakes of others. To be successful, continually work towards improving your marketing effectiveness. Avoid the 7 most common marketing mistakes, and you're on your way to delivering tangible results.

Michael Fleischner is the founder and President of MarketingScoop.com. He has appeared on major media including the TODAY Show, Bloomberg Radio, and more. With more than 12 years of marketing experience, Michael has developed major brands as well as a variety of businesses in need of leading marketing programs. Visit

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Are You Using the Right Form of Energy?

By Al Hanzal

As we near the end of summer, here is a question I have for you, "Are you using the right form of energy to grow your business?" Are you having trouble growing your small business as fast as you want? Are you making all the right moves and still the business just inches forward? Read this article and see if you are using the right form of energy to grow your small business?

Head Energy

My consulting experiences have taught me there are two types of business energy. I call the first type "head energy". This is the energy that comes from wanting to do better or more with your small business. You want more profits. You want more customers. You want better marketing.

Head energy is very powerful. It can inspire. It can achieve dreams. It can drive you forward.

Head energy also has limitations. Head energy promises fulfillment in the future. Before the future arrives you must sustain yourself along the way. If you fail to sustain the head energy, your hopes and aspirations tumble down. They become "the good idea that was never achieved!"

Gut Energy

I call the second type of small business energy "gut energy". This energy involves your current business worries; your current business mistakes; the business issues that need fixing right now. What is decreasing your profits now? What is preventing you from having more customers now? What are your current marketing mistakes?

I call this gut energy because it sits right in your gut, churning away. This is extremely powerful energy because it is so immediate. It is right now! It calls for immediate attention. Fix the situation now!

Gut energy is not as glamorous as head energy. It is always more fun to dream about your future than to do the hard work of fixing your current mistakes. But when you want to see immediate improvements in your business, turn to your gut energy.

9 Common Small Business Mistakes

Here I list the 9 most common small business mistakes. Ask yourself if you are making mistakes in any of these areas. If so, you have the opportunity to find powerful energy to move your business forward. Lack of cash flow Poor planning Forgetting your customer Selling versus marketing Lacking needed expertise Misunderstanding credit Becoming an advertising victim Poor customer shopping experiences Making yourself the center of your business

If you find yourself wondering how you can use your mistakes to grow your business, you may want to request my free report, 9 Mistakes That Can Kill Your Small Business. In the report, I provide more

The 7 Most Common Marketing Mistakes

details about each of these business mistakes and ways to fix them. You can achieve powerful results in fixing your business mistakes. The report will help you find ways to use this energy to grow your business faster.

To obtain this free report, 9 Mistakes That Can Kill Your Small Business, send an email to

al@hanzal.com

with the subject line, Free Report. The report will be sent to you via email with the report attached.

Conclusion

Head energy is a necessary part of every small business operation. It provides the vision you need for the future. For quick and immediate improvements, do not overlook the gut energy you will find in fixing your current business mistakes. Your gut energy will offer a wonderful opportunity for growing your business in a fast and easy way.

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Using simple, low cost techniques, Al Hanzal has been helping small business owners improve their profits.

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Are You Using the Right Form of Energy?
Let Your Mistakes Improve Your Marketing And Your Profits
MLM Blunders
Which of these mistakes are you making with affiliate marketing?
What Not To Do With Your Home Business

Collectible Manager Pro Software
Killer Conversion Tactics
Ax Gold Collection
Ewen Chia's Website Conversion Secrets
Insider Secrets to Flea Market Profits



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