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Typical Mistakes in Marketing

By Stefan D

To prevent the risks of a promotion campaign for our products or services, I'm talking about email campaigns, it is recommended to study some of the most common mistakes that can be made in this situation:

1. The desire of immediate success

Launching a promotion campaign through email can be compared the situation in which we want to reach the top of a hill with our car, starting from the base. It is obvious that we won't succeed on the first try and it requires a little more time until we reach the proper speed. In some cases we get to wonder if our car is capable of such a task. It takes patience!

On the other hand, experts say that the only variable that influences the success of any marketing campaign is "the force of the message". That's why a campaign needs to be focused, faithful to the promoted message and you need to arm yourself with A LOT of patience.

2. Trying to reach a bigger audience then your budget allows.

Which would be the right option? To have your message reach the whole target group and to influence only 10% or to have your message reach only 10% of the targeted group but to influence all the members?

To understand better how marketing efforts can get more efficient take a look at this analogy: your message is the "nail", repeating action is the "hammer" and the client is a "chuck of wood". If the "nail" is sharp and the hammer is used efficiently you can pierce through the chuck of wood and catch the client.

Oh well maybe it wasn't the right analogy but I'm sure you got the message?
Let's move on...

3. The assumption that the business owner is always right or "knows best". There are situations in life (

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like family environment, profession, hobbies), when are are all emotional implicated and we risk to lose objectivity. The excess of information related to our company, the services and products we offer, makes us answer questions that are never asked.

"When you are closed in a bottle it's hard to read your own label". In this case, the opinion of a "outsider" can help.. big time!

4. Unfunded complaints

A lot of service providers are complaining that they don't identify correctly the request of their clients and they end up by losing them. In this situation, it's best to be specific in your presentation, offers, in the way you conduct your business because it's better to be specific then to generalize.

5. Sending single emails instead of email campaigns

Just like Rome wasn't built in a single day, or like friendship doesn't mean just one date, a single advertising ad doesn't provide the impact of an entire advertising campaign. While developing a advertising campaign there needs to be a connection, a link, a logic fluidity. All emails you send can be compared to pieces of a puzzle game that represents your company's image.

6. Obedience to the unwritten rules.

You certainly want to be unique, different from the others. If you act like it, you certainly will be noticed.

7. Ignoring the adequate moment for sending emails.

8. Selecting the target audience.

The fact that the advertising message needs to reach the decision factors (people that make decisions) of a company doesn't mean that your campaign is successful. The truth is that, the big majority of the decisions are presented to the people within the company: coworkers, employees, and so on. They make the decisions together.

9. Ignoring the words with impact.

Words like: agile, smart, cute, creative, are just surrogates for words like: informative, credible, memorable and persuasive. The name of the e-commerce game is "persuasiveness", influencing potential buyers to really buy your merchandise. This is what really brings you money and success.

This article was written by Stefan D. the owner and developer of

Director Web

and

Business Directory

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MLM Blunders

By Adnan Jamal

It's really strange! Too many people start an MLM business with excitement, enthusiasm, anticipation and thrill, only for the reason that they want to be a successful home businessman. There are many people, who right now are not as successful as they would like to be. If your performance in this field is error free and you have adopted a path that has least possibilities of failure so you can do this business in a proper way as well as make lots of money. There are so many mistakes, people make in their network marketing business. We want to explain you some important mistakes people make in their Network Marketing businesses. If you avoid those mistakes in your MLM business, then you can observe that there is a drastic increase in your profit. We are now discussing main blunders people make during their MLM business.

First thing is that, make a trusting relationship with your new prospect. A relationship in which he/she trusts on you more than himself. It is nearly impossible that a person do not trust you and risk his hard-earned money with you as his sponsor. So keep in mind this thing that your new prospect must have great faith in you.

Now, let me explain to you what a cold list is. It's a list comprised of names shown no interest in your offer. They do not pay attention on your attractive offers and they also don't care about the position of your company in the market. If you mail your opportunities and offers to the cold list then it must be fruitful for you and your Network Marketing business. This technique is much fruitful when you are mailing to the person who ask for more information about your opportunity.

Avoid laziness in your business as much as possible. Laziness is disastrous for your Network Marketing business. In order to earn money you have to be hardworking and meticulous. Many of us talk so much about working to make money but never really apply the concept in their real life.

The main thing in Network Marketing business is to learn about every aspect of your business. Because this is network marketing. It's not a joke. It's a real business like other businesses and in a real business you must have to be aware of every aspect of that business.

This is a fact that not all human beings are equal. This is not necessary that you don't make a single mistake throughout your MLM or network marketing business, but you can try to avoid those mistakes as much as possible. The mistakes we made normally in our network marketing business as discussed above are easy to avoid and if we successfully avoid them from our network marketing business, then we surely make us a successful network marketing businessman.

For further reading please contact

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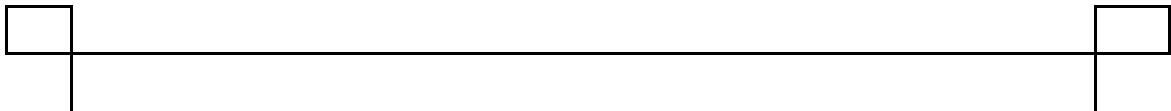
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