The 3 Biggest Mistakes Businesses Make With Digital Marketing

And how YOU can avoid them

SpotOn
Digital Marketing

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Introduction

Are you planning to start using digital marketing in the near future?

What about build or redo your company website?

Or launch a Social Media Marketing campaign? Or hire an SEO specialist?

Or maybe you've already invested a lot of time and money into digital marketing but are not seeing any results?

Did you know that **data shows that 95% of small businesses fail with their digital marketing efforts?**

Before you invest in anything or make a move towards adding or implementing digital marketing of any kind, you should take the time to learn from other people's mistakes, so that you can **be part of the 5% of businesses that actually succeed.**

In this report, I'm going to go over the top three mistakes that prevent businesses from seeing a return on their digital marketing investments.

Hopefully you will be able to use this information to get great results.

Let's get started.

Mistake #1

Skipping market research

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Skipping market research

The creation of any form of digital marketing, whether social media, your website, or paid advertising campaigns, must rely on **quality research**.

Taking the time to conduct a thorough market analysis before doing any work can **save you money** and frustration.

We've all heard the old proverb **"Measure twice, cut once"**. The phrase may date back to 1591, but it's as relevant for marketers today as it was for carpenters then.

The truth is that most business owners don't deliberately neglect their marketing research. Instead they make assumptions regarding what they need without doing the research to ensure that is in fact what they need.

I run into problems like this one every day.

In one instance, a business owner came up to me and said, **"I need help with my social media marketing".**

We quickly discovered that wasn't the problem at all. A clarity session with her revealed that her website wasn't indexed by Google because it hadn't been built with SEO in mind and had very little content. The lack of content was an issue for more than just SEO. Potential clients visiting her website also didn't have enough information to learn more about the services her business offered.

Our first step was to conduct a **thorough keyword research**, which revealed the language her potential clients use when looking for the services she offers.

Using this information, we **redesigned the website structure** and added high quality content. Once the updated website was ready, we also helped her with social media. At this time, the website was ready to convert visitors into leads.

If she'd launched her social media campaign earlier, without having the right content in place, she would have been losing money.

In another case, a business owner approached me asking for help with her website's SEO.

We launched a clarity session and realized that her website would need a lot of work before it would be possible to actually capture leads from any incoming traffic. It was clear that she had skipped the research stage prior to building the original website, resulting in a site that was not attractive to her target audience.

Once again we began with a thorough keyword research. After we had established the search terms, we
- redesigned the website,
- added content, created an automated list building funnel to capture inbound traffic,
- made major changes to the home page, and
- added a video to increase conversion.

As a result, her website not only ranks well in search results, it also converts the traffic into leads.

In her words:

"Thanks to you, clients from across the country have found me and I've been asked to do radio interviews locally and internationally." .

How to Avoid Mistake #1

In short,

handle market research before launching any digital marketing activity.

You can break market research down into a few simple steps.

Understand Your Marketplace

Your marketplace, or niche, is the most important thing for you to study and understand. A brand has to understand its competitors, geographical range and boundaries, consumer demographics, the distribution channels you use, and current trends in your niche.

To achieve this understanding, you can commit to a market analysis or purchase one, perform a competitor analysis to better understand your competition, and survey your demographic and area.

Keyword research is a crucial part of this because you can identify trends in your niche, find what people are looking for, and position yourself to be found by your customers.

Understand Your Business

If you can't define why customers would choose you over your nearest competitor, your marketing efforts probably won't work. A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis can help you to understand why customers would and wouldn't buy from you, so that you can approach your marketing from your strengths and try to make up for your weaknesses.

Build the Right Audience

Demographic research is crucial to targeting your marketing efforts at the right audience. Who are you selling to?
You can use polls, buyer research and customer analysis to define your buyer personas, or personality profiles for your customers.

Why?

Knowing who you're selling to and how you solve their problems will help you to target everything from your web content to your sales channels directly to your buyer.

Your buyer personas should define every age group you sell to, their average problems, concerns, and how you solve their issues.

Understanding your audience allows you to match your products and services to the consumer, rather than hoping that they find what they want to buy.

Marketing Objectives

What do you realistically want to achieve? If you've collected enough data, you can define achievable goals that solve your existing problems.

Mistake #2

Making the website about themselves, not the client

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Making the website about themselves, not the client

Imagine you're at a networking event and a stranger standing next to you strikes up a conversation.

It only takes a few minutes before you realize: "This guy's completely self-absorbed." No matter how hard you try, every topic leads back to him and his business. Soon, you find yourself inching away.

Guess what?

You can find the same thing on the web. **Many websites are egocentric** and more interested in talking about themselves than solving customer problems... only, unlike the situation at a networking event, your escape from a self-absorbed website is quick and painless.

While you're probably proud of your business and you want the world to know why you're great, **just talking about yourself doesn't work**.

Why?

Focusing solely on your business and not on your customer isn't the best way to make sales.

If you've made this mistake, you're far from alone. Everyone from startups to Fortune 500 giants with thousands of employees create websites that are primarily focused on themselves.

If you're thinking that a great website is all about quality design and great media, you're probably on the wrong track.

Your website has to be visually appealing, but if don't make it about your customers, you're wasting your money.

Why?

No amount of fancy web design will compensate for a website that is difficult to navigate or to use. If your customers can't find what they're looking for, your design is worthless.

The average web user has an attention span measured in seconds.

Most people also scan web pages instead of reading every word. As a result, a business focused website has the same effect as that hypothetical stranger at a networking event. It turns people off.

In contrast, **a well planned website will help customers** quickly find out if the company can provide the solution they are looking for.

A customer focused website:
- Provides content and features that address your customer's needs
- Provides clear statements that are customer benefit oriented
- Educates and builds trust
- Persuades visitors to take action
- Makes it easy for customers to do business with you

How to Avoid Mistake #2

How to build a customer-focused website

A great website starts with market research (see mistake #1 ☺).

Understanding who your audience is, the language they use, what their problems are, and their desires, will help you to build a website around the customer, so that they look at your site and see solutions.

Once you have the information you need, you can start planning your website structure and crafting the right content for your site.

Mistake #3

Not planning for effective lead capture

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Having a well-designed website is great and having tons of traffic every day is even better.

But if you are not converting those visitors into leads, **you are leaving money on table every day.**

No matter how much you're spending on your web marketing, **it's a waste of money if you don't have some form of lead capture** set up on your website.

You need to catch your visitors on their first visit to your website so that it won't be their last.

This is where "Lead Magnets" come into the picture

The single best way to capture leads is to offer a lead magnet, which is a free incentive for joining your email list.

Lead magnets are also known as "sign up incentives", "sign up offers", "ethical bribes", "freebees", and many other terms.

A Lead Magnet can include anything of value that you can exchange for a prospect's contact information, usually their email address.

The most common Lead Magnet, and one that you have probably seen, is a free guide or report that's delivered in PDF format.

However, **there are plenty of other ways to offer a Lead Magnet.**

Discovering the right Lead Magnet for your business is not always easy but is very important.

Simply offering a 100 page "special report" on a very general topic such as "How to make more money" won't do the trick.

A good lead magnet must …

- offer a specific solution to a very specific market.
- speak to a known desired end result in your market
- have a high perceived value
- be short enough to be utilized quickly

Are you thinking that a "lead Magnet" is not suitable for your business?

If so, I disagree. **Lead magnets work for almost everyone.**
The secret is crafting the right lead magnet for your potential customers.

Let's look at some examples.

Join the club

This liquor store invites website browser to join their wine club for free. This offer is clearly very appealing to wine lovers which is why it works.

If you have a retail business, whether a brick & mortar store or an online one, offering your clients the opportunity to join a club for specific discounts and promotion is a great way to build a qualified list.

Templates & Checklist

In this example, HubSpot is offering sales email templates in exchange for their consumer information.

This is a great way to offer tools or services that you already use in your day-to-day work to easily create a great lead magnet.

21 PROVEN SALES EMAIL TEMPLATES

Get the emails that have seen an 80% response rate, closed $100,000 deals, and more! Share them with your team to get more leads.

GET THE EMAIL TEMPLATES

Kitchen and bathroom showroom website offering a Kitchen and Bathroom planning guide

This is a great example of offering a lead magnet that is specifically designed for people who are planning to renovate their bathroom or kitchen.

How to Avoid Mistake #3

In short – build a lead capture funnel that is using great, irresistible, lead magnet the attracts **your potential clients.**

A lead magnet can work for most businesses; you just have to figure out what your customers are looking for and offer a lead magnet that takes them a step closer to a solution. (see mistake #2 ☺).

A word of caution.

Having a lead magnet is only the first step, you also have to follow through and connect with your leads to nurture them into making a purchase.

Plus, it's important to use an analytics program to test your lead magnets and landing pages so that you can improve them over time.

Free Tools

Conclusion

A final word

If you're integrating digital marketing, that's great! Digital marketing can help you to drive traffic, connect with your local audience, understand your customers, and increase sales. However, it is important that you take the time to do your research, understand how and why you're capturing leads, and make sure that your website is about your customer and not yourself. If you can avoid making the mistakes listed here, your digital marketing efforts will be much more successful.

An invitation

If you feel like your marketing efforts aren't going anywhere, are stuck, or are not sure how to proceed from here, I would like to invite you to book a complimentary clarity session with Spot on Digital.

Simply follow this link and apply and we will get back to you to set up an appointment:

http://spotondigitalmarketing.com/complimentary-clarity-session/

Thank you for reading our information, and we wish you the best of luck with your Digital Marketing.

If you ever have questions or feedback feel free to email me at michelle@spotondigitalmarketing.com

To your success!

Michelle Castillo

Bonus

Free Tools

Free Tools

While you should always look for professional help with your marketing, you can utilize any of the free tools from this list to look for and collect data for your marketing research.

Nielsen My Best Segments - Free customer data tool from one of the world's largest research firms.

MakeMyPersona - A free tool to create buyer personas supplied by HubSpot

Google Sheets - A free online Excel alternative you can use to collect data

Google Forms – Google's free form tool is an excellent way to create free surveys to collect data

Pew Research Center - Non-partisan research center

LSI Graph – A free keyword generator for keyword research

Google Keyword Planner – Google's free Keyword tool. Not all data is available without a subscription.

UberSuggest - A keyword suggestion tool

Social Mention - A social monitoring and analysis tool

Need help ?

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