

“I was one of those people making almost every marketing mistake in this book! Not anymore!”

TOP 10 MARKETING Mistakes

And How to Avoid Them

**These common marketing mistakes
are not only costing you sales,
they could also be hurting your business!**



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The 10 Marketing Mistakes and How to Avoid Them

By Robert Imbriale

“What you don’t know could be costing you a small fortune.”

Great marketing will always look simple and uncomplicated, but it rarely is.

When it comes to marketing, what may seem **simple on the outside** is often the result of a lot of effort – in some cases **years of effort**.

Yes, marketing can be deceptive to the **casual observer** who might only see the result and think “*I can do that!*”

One of my pastimes, *if you can call it that*, is to look at how businesses are marketing themselves. From looking over the menu at my favorite restaurant to looking at what comes in the mail or lands in my inbox, I’m always looking at and **evaluating** marketing materials!

It started out for me at a very young age when I was fascinated by **infomercials** on television. Later, it was direct mail, and that led me into the online world starting back in 1984.

In the summer of 1989 (nearly 4 years before the World Wide Web became available to the public!), I made my very first sale online using a Bulletin Board System (BBS) I had built on an old IBM compatible PC with a single modem. **I was hooked!**

I had sold a market research report for \$1,100.00 and that sale came in over night on my BBS. Waking up to that sale changed my life!

Since then, I’ve worked with **thousands of business owners** in dozens of countries around the world and have seen the best and the worst in marketing both online and offline as well. I have written and produced an infomercial that brought in more than \$9 million in sales!

Over the years, I’ve seen some of the same mistakes being made again and again, and I’ve helped businesses correct their mistakes **resulting in hundreds of millions of dollars in increased sales**.

In other words, when you fix the mistakes you’re likely making in your marketing, **that’s when the magic happens!**

Today, I’m going to share the top 10 marketing mistakes I see businesses making and offer you solutions that you can use to **correct those mistakes immediately!**

Marketing Mistake #1: Not Being Customer-Focused First

“It’s not about you, it’s about them!”

What really gets you excited as a business owner?

For most of us, it’s our products and services. We love them and will talk about them from dawn until dusk if given the chance.

But there’s a problem with this.

Your customers **DON’T REALLY CARE** about what you care about!

The best illustration of this is in the seminar business. As a long-time seminar leader, what excites me most is what happens **in that hotel conference room**. But that does NOT excite my customers.

Not one of them is excited about sitting in a hard chair in a cold room listening to me blab on and on for 36 or more hours!

If my marketing is based on talking about what’s going to happen in that hotel conference room, **I’ll be there all by myself**.

If I focus my message instead on what is of **interest to my customers**, the room will be filled to capacity! So what do they want?

They want RESULTS.

They want to know what life will be like for them **AFTER they attend my seminar**.

When I **focus my marketing message on what they want**, my marketing works like magic.

Marketing Mistake #2: Not Knowing Everything About Your Prospect's Problems

"The more you know, the more you sell."

The more you know about your prospects, the easier it is to convince them that they need your product or service.

Every qualified prospect has a problem that your product can easily solve to ultimately **make their life easier in some way**.

Your job is to uncover this problem, or set of problems, and show your prospect, (using facts based on benefits) that they must buy what you are selling to **immediately solve their problem** and lead a happier, more productive life.

Back to my seminar example.

When I'm thinking about how to market my event, I'm going to make a list of the **top problems** my content can **solve** for my attendees.

Once I have that list, **the marketing almost writes itself!**

Then I go out and find people who have the problem(s) my seminar solves and invite them to my seminar.

Take the time, think about what problems what you sell can solve and make that the focus of your marketing.

In other words, what benefits will a prospect get when they invest in my products and services?

And, once solved, how much better will life be for your customers?

Marketing Mistake #3: Not Knowing What Specific Benefits Your Product/Service Provides.

“Features are NOT Benefits”

This one is all too-common, and sadly, it's a very costly mistake. Let's get clear on what a feature is and what a benefit is before we go any farther.

Features: Are about the **PRODUCT**

Benefits: Are about the **PROSPECT**

Over the years, I've sought ways to make this easy to explain and easy to understand and that's what I've been teaching my coaching clients for years. It's simple and it's clear.

Anything that describes the product or service you're selling is a feature.

Anything that describes what your customer will get from your product or service is a benefit.

Let's revisit the idea of marketing a seminar one more time.

If I share things like the time, date, price, length, location of the event, **these are features**. While important to the guy putting on this event, they are just not that important for the person thinking of attending my event.

What do they want to know?

What they get. What **skills, abilities, knowledge** they will acquire once they have attended my event. And they want to know **how my event will impact their lives**, their income, their business, etc..

Make your marketing about the customer and you'll see much better results from your marketing efforts!

You will sell far more of your products or services if you focus on what is important to the prospect (benefits), not on the features of your product. Your prospects are only interested in **the benefits they will receive** by owning your products or services.

In other words, your prospect is interested in your product mostly because of the problem(s) it solves and not much else.

Marketing Mistake #4: Not Qualifying Your Prospects BEFORE Marketing to Them

“Who wants what you have to sell?”

There is a universal truth in marketing that one of my mentors, Dan **Kennedy** often refers to: *Market to message match*.

What that means is that any marketing message works best when properly matched to the market. In other words, you would not want to send your marketing message to a group of teenage boys when the product you’re offering is best for young mothers.

Logical, right?

Yet so many marketers miss this point and end up spending money on promotions that won’t be of interest to the people they are reaching!

Always begin by knowing **WHO** your ideal customers are. Sometimes, this means going back and looking at the types of people who have already purchased from you in the past.

While it’s easy to glaze over this step, I promise you it’ll cost you dearly if you do.

Think about it this way. Facebook is the 800lb Gorilla in the online advertising space and the main reason why that is the case is because their system allows you to be **very specific** in who you target your marketing messages to.

If you make a mistake in your targeting, your marketing messages will fall on deaf ears and you’ll not see any measurable results.

This is why targeting is key to your success. And it begins with being very clear on who you should be targeting. Yes, you can have different target markets, but your messages should speak to just ONE at a time.

Knowing your product and who can most benefit from it will pay off big time for you and **make your marketing more effective** and allow you to spend less too!

Marketing Mistake #5: Everybody vs. You

“This is for YOU!”

OK, I’ll admit, I do chuckle when I get an e-mail that starts out with “**Hi everybody!**” or something similar. Really?

Hmmm, when I look around, I seem to be ALONE with my computer reading this, so I immediately know that e-mail is NOT directed to me!

I’m only half-joking here.

Context is important and when your marketing message is out of context, it’ll get ignored. This seems subtle, yet it’s powerfully important.

Whether you’re using e-mail, direct mail, social media, or even speaking at a live event, your message should always address a single person, never at a group.

You’ll see this mistake most often in political marketing and speeches where they refer to “the American People” instead of addressing a single person.

Are you “the American Person” they are speaking about? Nobody is, in fact. It’s far too general and absolutely not targeted in any way.

While it may be acceptable in political marketing, it’s a huge mistake for business owners.

It’s a common mistake and an easy one to fix.

Again, fixing it will lead you to better sales from your marketing efforts.

Talk to ME, and make ME feel special and I will reward you with my money!

Marketing Mistake #6:

Not Stating the Specific Problem Your Prospect Has And What That Problem Is Costing Him/Her Every Minute It Is Left Unsolved.

“Problems cost money. Solutions save money.”

I'd be willing to bet that one of the main reasons you wanted this e-book was because you wanted to **solve some of the problems** you knew you were costing you when it comes to marketing.

In fact, this is often **the number one reason people pay to work with me**. They know their marketing is not quite right, but they can't figure out exactly where they are going wrong and they know they are missing out on sales because of it.

Your customers are no different. They too have problems. These problems, if left unsolved, will continue to cost them until the issue is solved.

It could be a leaky pipe. It could be a strange noise their car is making. It could be a health issue that's small now but could have **fatal consequences** in the future.

Your job, as a marketer, is to let them know that the problem they have **must be fixed**, can be fixed, and can be fixed by what you have to offer.

Again, if you were to attend my seminar, I would tell you that the content of the seminar would **completely solve your most pressing marketing issues** and get you back on track fast.

And, I would drive the point home by letting you know that every day that goes by that you have not solved your marketing issues you're losing money.

This is what would motivate you to either hire me or attend my seminar.

I'd go on to let you know how some of my past clients benefitted from my help and **how much more money they made after working with me too**.

When you can present a picture of a brighter future ahead, **getting customers is a lot easier!**

Marketing Mistake #7: Not Using the Most Powerful Part of Your Marketing Materials

“You’ll either hook me or lose me in under 2 seconds.”

I know what you’re thinking... as humans, we have the attention span of a flea. But that’s not true at all!

Have you ever seen a flea give up?

What is the first thing a person sees when they open your e-mail, or scroll past your ad on social media?

The big mistake here is that far too often the first thing they see is your company logo, company name, and maybe even your company address!

This may hurt, but **NOBODY CARES!**

Your logo means NOTHING!

What you named your company means NOTHING!

Where your company is located means NOTHING!

Why does it end up at the top of so many ads?

The answer is that the people creating the ads know who is paying the bill, so they seek to **IMPRESS the business owner** by stroking their ego! After all, your company logo took a lot of time and effort, and we won’t even talk about how long it took you to come with the name of your company.

Good for you! These things should be important to you. But they **DO NOT** ever belong at the top of any marketing materials – **EVER! No exceptions!**

Clear?

OK, so what goes on the very top? Something that **MATTERS** to the person you want to attract: **a powerful, attention-grabbing headline!**

Save your fancy logo and company name for the very bottom of your marketing materials. Ouch, but highly effective! Don’t ever let anybody talk you out of this one.

It’s a winning strategy!

Marketing Mistake #8: Not Giving Your Prospect a Compelling Reason to act immediately: While You Have Their Attention!

“I’ll think about it.”

The 3 words you never want to hear.

This is the polite way of saying “no thanks” and it’s not something you want to hear.

It’s important to know that this is more a reflection on **how well you’ve created and executed your marketing** than it is about your prospect.

The truth is that if somebody really wants what you’re selling there is almost nothing that will stand in their way – not money, not time, not fear... nothing!

It is your job to make sure that your prospect has a **powerfully compelling reason to act now**.

You already know that if they don’t take action at the moment you have their attention, they are NOT coming back, and no amount of “thinking about it” is going to change their minds.

Nobody ever goes home to think about your offer.

If they don’t act now, they won’t ever act on it.

The mistake many marketers make is not creating enough **urgency and/or scarcity** to make sure prospects act now.

This can be accomplished by using things like limited time pricing, limited supplies, or creating special bonus items they can only get if they act now.

While many business owners overlook this, don’t be one of them because **this a powerful, no-cost way to increase sales!**

Marketing Mistake #9: Not Using Social Proof in ALL Your Marketing Communications

“If you say it, they won’t believe you. If they say it, they will!”

Social proof. It’s not what you say about your products and services that matters, **it’s what your past customers say that really matters.**

The mistake here is believing your own hype! Literally! Yes, I know you believe what you have is the best thing ever created. But you have a vested interest in saying so! After all, the more you sell, the better off you’ll be financially.

What you say holds a lot less weight than what your customers say. After all, they invested, they tried, and **they got results. That has real selling power!**

Do you shop on Amazon? How often do you read the **customer reviews** before making a purchase? Yeah, I thought so.

Then why don’t have those reviews about your products and services in **ALL your marketing materials** too?

While it’s easy to overlook these marketing gems, get into the habit of **collecting product reviews and testimonials** from your clients regularly!

It’s so important in business that I have my clients set up an autoresponder that goes out after 14-21 days asking for testimonials! When they come in, they are stored in a special place and used in EVERY single marketing communication that is created – **no exceptions!**

Yes, social proof is that powerful!

In fact, it’s so powerful that **in some industries using social proof is actually BANNED!** You know you’re onto something great when they make laws against using it!

Marketing Mistake #10: Not Offering a Guarantee of Satisfaction

“We stand behind what we sell.”

The common belief that offering a guarantee will simply entice more returns is **false**. By offering a guarantee of satisfaction you will invariably **sell more of your products or services** without necessarily increasing your net percentage of returns.

Your prospects are notoriously fickle. It's human nature not to trust a company selling a product or service but you can overcome a lot of this by simply offering a “no questions asked” guarantee.

They either love it, or they can return it for a full refund.

Now it's easy to say that if you offer that kind of guarantee, you could be leaving yourself open to being scammed. Yes, it does happen, but luckily **most people are honest** and will NOT ask for a refund just because they can.

Again, if you're trying to convince a fickle prospect to take their credit out and checkout, offering a guarantee will make that process a lot less risky in the eyes of your prospect.

In other words, you'll make more sales and that will completely off-set any refunds you may get – often by a factor of 10 or more!

But, if you are seeing a high refund rate, it may just be that you're making promises in your marketing that your products can't deliver on. If that's the case, you may want to back off on the promises you're making until your refund rates drop.

Not Simplifying the Purchasing Process

“Marketing is the process of making it easy to exchange money for products.”

Most business owners cannot define marketing. Hey, I don't blame them, I couldn't either when I was in college, but I made it my life's mission to not only understand it, but to master the art of marketing.

In a nutshell, marketing is about **doing anything and everything you can to make it easy for your customers to give you their money in exchange for your products and services.**

Yup, that's it. So why do so many business owners mess this one up?

Why do they make their customers jump through far too many hoops in order to complete a sale? I've seen web sites with 3, 4 or even more pages in their checkout process!

Make the checkout process simple and make it so easy for your prospects to buy from you that the experience is a joy for them! If you're not sure about your checkout process, go ahead and place an order from your company... it may surprise you!

Think like Apple™ here. Trim and slim. Get the info you need to close the sale in as few steps as possible. For a great example of this, go to the Apple web site and look how short their checkout process is. Amazon is another great example.

Make things fast, short, and simple and you'll increase your sales and see fewer prospects abandon their shopping carts.

Conclusion

“You got this! You really do!”

Marketing may seem simple when viewed on the outside, but as you can see, there is a lot that goes into great marketing. **Don't sweat it.** Take it one step at a time and continue to make changes to your marketing as you go.

The word “marketing” in many ways could be read as “testing” because the best marketing is the result of continual testing and refining. In fact, it's hard to say when your marketing is “done” because, it never is.

There will always be room for improvement, refinement, simplification, and new technology. It's just the nature of this thing we love called **marketing**.

Resource Information

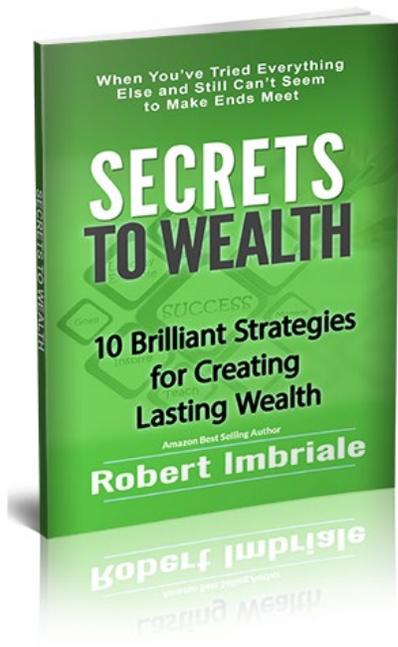


Robert Imbriale is an internationally known Marketing Expert who has written several books including his best-selling book, “*Motivational Marketing*.” His podcast, “[Coach's Corner](#)” is heard internationally by entrepreneurs who are looking to become more successful in business and in life.

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To learn more about Robert's coaching services, please visit:

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