

10 Mistakes in Marketing

Peter Quarry interviews Carolyn Stafford, Director of Connect Marketing, www.connectmarketing.com.au and developer of the Small Business Big Brand marketing programs.

It is no surprise that a great product or service, no matter how good, will be overlooked without strong and appropriate marketing, yet a majority of businesses do not know how to market effectively. In this program Psychologist Peter Quarry is joined by Carolyn Stafford.

1. Losing Sight of the Big Picture

- Be clear about the business and long term vision.
- Understand customer value proposition.

2. Using the Scattergun Approach

- Lacks strategy.
- Lacks the marketing plan that supports the business plan.

3. Slashing the Marketing Budget

- One of the first things to go when times are tough.
- You will be losing the opportunity to stand out.

4. Any Client Will Do Attitude

- No clear target market, unclear where to spend time and effort.
- Can lead to problems long term as you try to streamline focus.

5. Reducing Staff

- Everyone should be marketing the company.
- Reduced staff means reduced networking.

6. Poor Communication

- Poor internal communication means that staff may be unclear about business direction and customer value proposition.

- Established customers may feel a lack of support.

7. Stop Networking

- Activities tend to become more internal than external when times are tough.
- Networks equal your net worth.
- Networks create opportunity.

8. Not Seeking Professional Help

- Get advice, look for mentors and coaches.
- Employ professionals to do your marketing.
- An outside perspective can be useful.

9. Being Slow to Adapt

- Creativity and innovation are required in tough times.
- Understand your competition.
- Look for collaboration opportunities and ways to provide new products and services.

10. Reducing Investment

- Harness technology.
- Online marketing essential.
- Invest in databases and websites.
- Utilise web social forums.



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