

EBOOK

10 Digital Marketing Mistakes Every Business Must Avoid



OVERVIEW

INTRODUCTION

As digital marketing entrepreneur Neil Patel said: “Don’t optimize for conversions, optimize for revenue.”

Unfortunately, 20% of marketers don't find it important to understand the return on investment (ROI) of their campaigns, and 30% find it only slightly important.¹

Whether your company outsources marketing or keeps it in-house, you likely have borne the brunt of a blunder or two when it comes to digital marketing campaigns.

Lack of research, unaligned visions, missed targets and more can all lead to marketing misfires. We’ll look at 10 mistakes digital marketing companies make and ways to avoid them — from audience building to remarketing, search engine optimization (SEO) to social media.

1. HubSpot, “Not Another State of Marketing Report,” 2020.



MISTAKE 01

Marketing without knowing
your target audience

MISTAKE 1

Marketing without knowing your target audience

Believe it or not, some marketing professionals focus their efforts on the technical side of marketing and seemingly forget about the people component.

Knowing the ins and outs of who you're supposed to be appealing to is critical to get your message across to those most likely to benefit from your products or services. Without a key understanding of your target audiences, you'll miss the mark when it comes to addressing their challenges, speaking their language and meeting your audience in the channels they're in.



Websites that use marketing personas are **2-5 times more effective** & easier to use by targeted users.

HubSpot,
"The Science of Building
Better Buyer Personas"



THE FIX?

Create buyer personas of your ideal customer

If you haven't already, create buyer personas of your ideal clients.

What should you ask yourself when narrowing your target audience?

- How does your perfect customer think and feel?
- What are their basic demographics?
- How do they spend their time and who do they surround themselves with?
- What do they focus their efforts on?
- What do they value?
- What do they say and do?
- What are their needs and pain points?
- What do they hope to gain?

Once you've developed your ideal buyer personas, review them regularly to ensure they're continually aligned with your audience.

Talk to your sales team, current customers, read online reviews and send surveys to find out what's important to your target market.

By understanding how to connect with potential clients, your message is more likely to resonate with them. You'll have keener insight into content that could have the greatest impact on your marketing efforts. You'll also understand what channels to exploit to ensure your content is seen and found.



MISTAKE 02

Not having a clear digital marketing strategy

MISTAKE 2

Not having a clear digital marketing strategy

In addition to knowing your target audience, you need a strategy for how best to reach them so your business can flourish.

Marketers are 313% more likely to report success when they have a documented strategy in place, and 376% more likely when they have set goals.² Interestingly, though, a survey of nearly 1,000 companies by Smart Insights shows that 45% have no defined digital marketing strategy.³ What triple-digit success are you missing out on by not setting a clear goal?

If your company is one of the many out there that doesn't have a strategic approach to digital marketing, consider the opportunities you're missing in terms of building relationships with your current clients and reaching new prospects.

2. CoSchedule, "The Marketing Management + Strategy Statistics You Need to Know in 2019"

3. Smart Insights, "10 Reasons You Need a Digital Marketing Strategy in 2020"



45% of organizations have no defined digital marketing strategy.³



THE FIX?

Set clear goals and measure against them

Plan your strategy for success:

- Determine what you want to achieve and create SMART goals — as in specific, measurable, actionable, relevant and time-based goals — to get there. Then identify what activities you need to execute to reach your objectives.
- Clearly define the value proposition for your products or services and determine how you'll communicate that to users. What sets you apart from your competitors? What is your unique value?
- Set targets and monitor key performance indicators.
- Analyze the effectiveness of your current digital marketing funnel, channels, campaigns and content and assess your areas of opportunity.
- Determine the areas of friction in your customers' journeys. Then develop campaigns and engage the appropriate channels to move prospects toward conversion.
- Review your digital assets, including owned, earned and **paid media**, and frequently audit them.
- Leverage **automation** and personalization.
- Regularly review analytics and reassess your goals as needed to ensure you're on an upward trajectory.



MISTAKE 03

Failing to align content to the appropriate stage of the buyer journey

MISTAKE 3

Failing to align content to the appropriate stage of the buyer journey

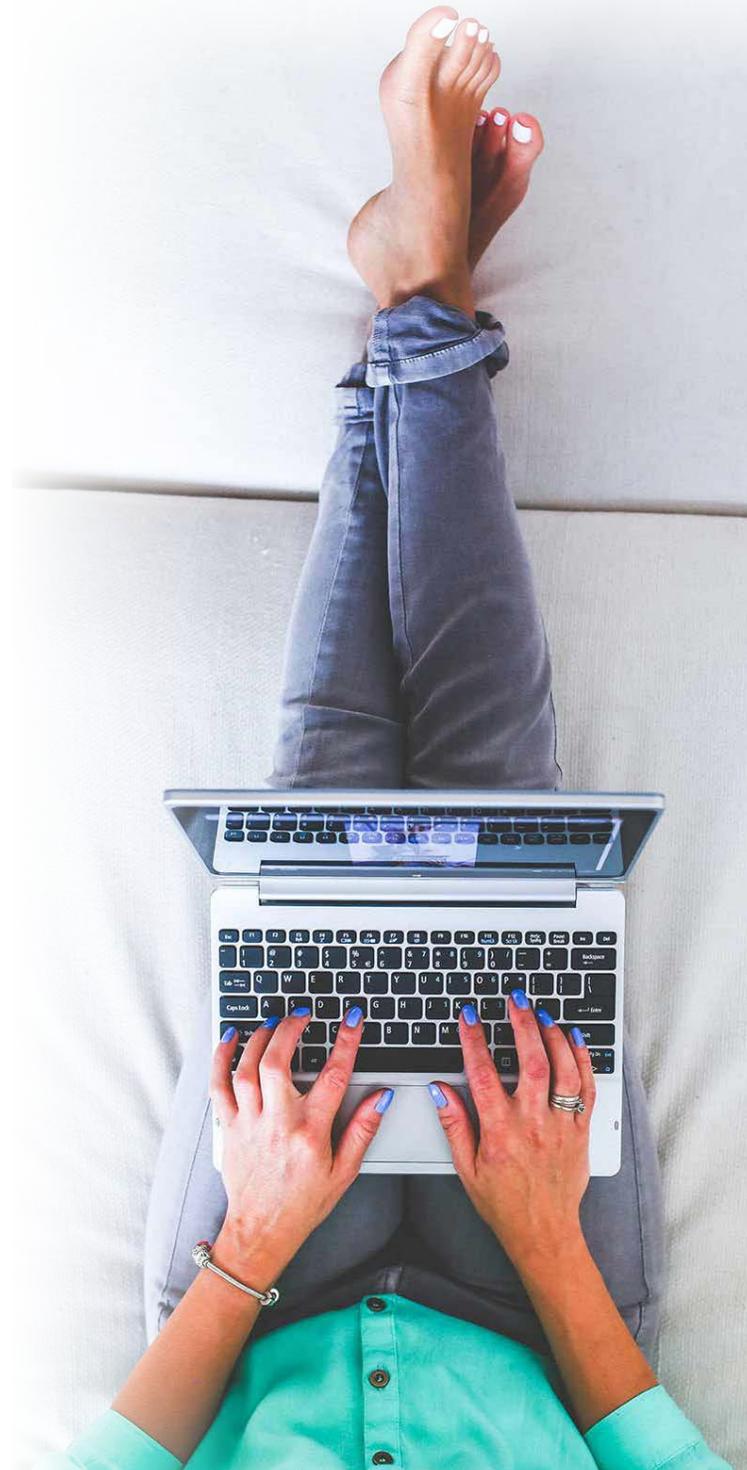
Online marketing strategist David Meerman Scott put it best when he said: “...Web marketing is about delivering useful content at just the right moment when a buyer needs it.” However, mapping content to the appropriate stage of the buyer journey is often overlooked.

What stage of the buyer’s journey are your users in — awareness, consideration or decision? Knowing the answer to this question is critical for nurturing relationships with your prospects.

You wouldn’t want to send a case study to someone in the awareness stage, and you wouldn’t want to promote definitional content to someone in the decision stage.

Unfortunately, many websites often have too much of one type of content and not enough of another. Customer journey mapping, though, is reported to increase marketing ROI by 54%.⁴ So how can you prevail?

4. SalesDriver, “7 Power Stats on Why the Customer Journey Matters in 2019”



THE FIX?

Deliver the right message at the right time

Leverage analytics to determine where users are in their buyer journey. Then give them the right content that meets their needs.

Examples of collateral at each stage:

Awareness Stage:

- Blog content
- News articles
- E-books
- White papers
- Checklists

During this stage, focus on educating users and addressing pain points. Use keywords such as *improve, prevent, upgrade, resolve* and *risks*.

Consideration Stage:

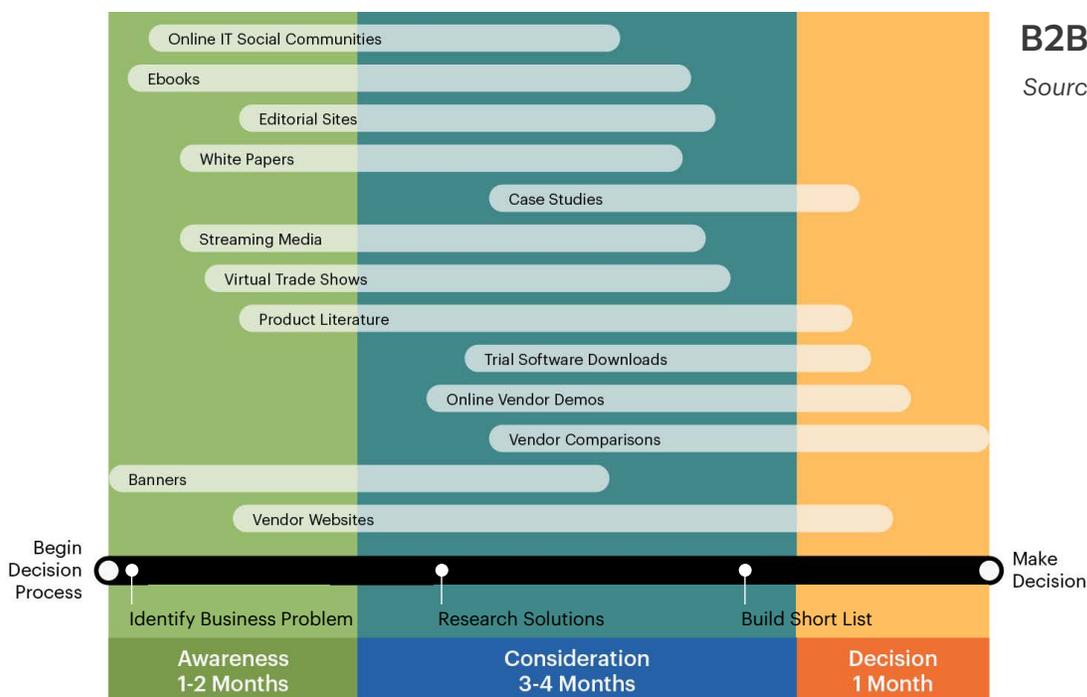
- Expert guides
- Podcasts
- Videos

During this stage, users are seeking to solve a problem, so use keywords such as *tool, service, solution, supplier* and *provider*.

Decision Stage:

- Case studies
- Product comparisons
- Vendor comparisons

In this stage, use keywords such as *pros and cons, reviews, ratings, pricing* and *benchmarks*.



B2B Content Mapping

Source: TechTarget