

# What Should Be Avoided in Marketing



Marketing is awful thing to waste after working hard to build a reputation and generating positive word-of-mouth. But are you undermining your own efforts? Consider following common blunders:

- **DON'T KNOW YOUR AUDIENCE**

If you are not the target customer well, than invest the time and money to identify not just who your customers are but how they behave. How do they live and work? Who influences their buying behavior? Have a clear and full picture of the individual you are trying to reach.

- **YOUR MARKETING IS ABOUT YOU**

If you focus on your products and service than you are absolutely wrong. You should be focus on your product and services do for your customers. Take yourself out of your marketing and put your customer at the heart of it. In other words, make your customer-not your company – the Superman of your story.

- **YOU MARKET YOURSELF**

You can mess things if you make assumptions about your customers based on the preferences and behaviors of you or your friends. Your marketing could well end up conflicting with your intended audience's true wants, needs, likes and behaviors.

- **YOU ARE NOT SHAPING SHARED EXPERIENCES**

In our socially connected world, marketers and traditional media are no longer the sole influencers of purchases. Consumers today rely on the social web of their peers, so marketing becomes about enabling those connections. Are you encouraging and supporting interactions by rethinking the way you reach customers before they identify themselves to you as prospects?

- **YOU ARE KEEPING MUM**

If a customer reaches out to you on social media, do you respond, or is the inquiry met with silence? Customers expect real-time responses. When someone asks a question, regardless of where it is, if that answer does not come within minutes or even hours, the likelihood or propensity to make a decision is greatly reduced.

Thank you.