



# 5 BIGGEST MISTAKES COMPANIES ARE MAKING IN MARKETING

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# GROW YOUR REVENUE WITH MARKETING THAT WORKS

Most companies don't have the in-house resources they need to get to that next level in revenue. It confuses C-level execs when a short-staffed marketing team can't deliver big results. The problem isn't who is in the marketing department. The problem is more who isn't in the marketing department. Overburdened, short-staffed marketing teams need an extension of their marketing team to help provide great marketing and generate revenue.

Most companies don't have an extension to their marketing team, and it's costing them BIG TIME. It's costing them sanity, and it's costing their company money. Without a proper marketing strategy, companies can say goodbye to future customers and watch them go to companies that are positioned better in the market. This is happening every day. While you may not have an extension to your marketing team (yet), [here are 5 things you can do to right wrongs in your marketing department.](#)

# 1

## The Reason Why The Website isn't Working

It's fascinating how many companies hire a designer to design their site and a writer to write it. A good writer and a good designer don't make a great website, great marketers do! What do we want from our websites? We want them to bring us lots of money! Then why is, "Does it look good," and, "Do we understand it," the two questions we ask about our websites? If your designer and writer aren't prioritizing clear marketing over "cute and clever" everytime, you're confusing customers and losing sales. Customers don't buy nice websites, they buy your product/service and what it does for them. If that isn't clear, it's costing you before you even start.



# 2

## How Much Unclear Content is Costing You

A lot of companies never get a chance with their ideal customer because their message is confusing. These same companies think nothing is wrong with their message because they can understand it. Companies must go back to the drawing board if they want to get to that next level in revenue. Detach yourself from your current message, and take a walk in your customers shoes. What do they want, what is their problem? How do you solve it? Ultimately, the companies that you see gaining new customers everyday are the ones that write customer-centered copy. If it isn't directly related to how you help your customer, drop it.



# 3

## If You're Not Talking About the Problem, They Aren't Listening

It confuses a marketing team when no one is engaging their content. You've spent all this time researching relevant content and crafting a message just to see it flatline after your post goes live. You start wondering, "Is it SEO, is it what I'm writing, is it just a matter of time?" You're not getting engagement with your content because it doesn't talk about what your customer needs to know. So, talk about the problem. Have a little notepad at your desk chocked full of the problems your customer faces and how you solve them. Stalk your customers problems and take notes of how it makes them feel and what it leads to. This is literally all it takes to build trust with a customer: How can you make their life better? If you're not clear on that, you're not going to do much business with people that don't "know" you.



# 4

## No Clear Call to Action Means No Leads. Wasn't That The Point?

If you've cleared your message up, if you're empathizing with your customers at the problem level, you've done well. Now they're just waiting to be called to action. It's amazing how many marketers get their customers all the way from identifying the problem to seeing the solution, and forget to call them to action! Once you've demonstrated empathy, trust that they trust you, and call them to action. Don't be vague, either. Tell them exactly what's going to happen when they answer your call to action. Tell them what will happen if they don't. When we do this we start to build a pathway for our customers to follow, one that leads away from failure and toward what your product/service does for their lives. Everything from great websites to great nurture emails are structured this way. If you nail this down, you'll know exactly how to structure content for revenue results.

If you distilled it all down, this is what's in every piece of content: There's a problem, there's how you solve it, and there's a call to action to get the problem solved. If this is your checklist when you make content, you're set.

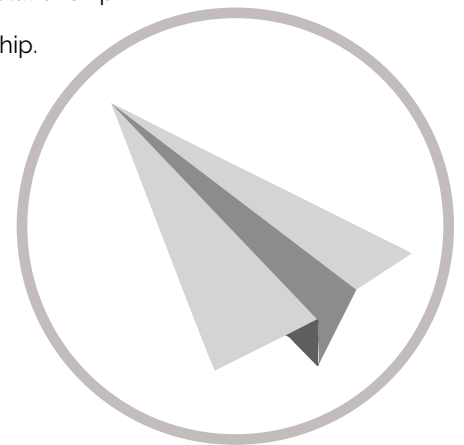


# 5

## Not Nurturing Leads = Wasted Time on Content, No New Customers

Most companies are the dog chasing their customer's car. Read this, try this, buy this. But what do you do when you catch the car? If you're positioning yourself in the market as a company that knows how your customer feels, and knows how to help them out, you should expect a wave of new engagement. There's plenty of marketing teams out there that actually make some pretty great content. They've done a good job of having a clear site and customer-centered content and straight-forward ads. Their calls to action are clear, and they have their ideal customer's email. But it's all wasted if no one knows how to nurture those leads. Companies that get to the next tier in revenue do it because they build sales funnels and nurture leads. If you solve the problems you just told your customer about, they want a relationship with you. Sales funnels and lead nurturing emails are how we build that relationship.

The result, of course, is sales. Now marketing isn't just how we check the "are we online" box at the company. Marketing must generate leads, nurture them, and turn to sales. If it doesn't, someone's not matching their job description.



# Final Thoughts

There's a lot of creative noise out there in the market, but there's very little clarity. If you're not clear, it's costing you. Go from confusing to clear by eliminating these 5 mistakes:

1. Websites that aren't about marketing
2. Messaging that doesn't confuse the customer
3. Content that isn't relevant to your customer's real problems
4. Content that doesn't have a call to action
5. Leads that aren't nurtured

Implement this clarity, and watch your company attract new leads, gain new customers, and rapidly increase revenue.