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Typical Mistakes In Marketing

To prevent the risks of a promotion campaign for our products or services, I'm talking about email campaigns, it is recommended to study some of the most common mistakes that can be made in this situation:

1. The desire of immediate success

Launching a promotion campaign through email can be compared the situation in which we want to reach the top of a hill with our car, starting from the base. It is obvious that we won't succeed on the first try and it requires a little more time until we reach the proper speed. In some cases we get to wonder if our car is capable of such a task. It takes patience!

On the other hand, experts say that the only variable that influences the success of any marketing campaign is "the force of the message". That's why a campaign needs to be focused, faithful to the promoted message and you need to arm yourself with A LOT of patience.

2. Trying to reach a bigger audience then your budget allows.

Which would be the right option? To have your message reach the whole target group and to influence only 10% or to have your message reach only 10% of the targeted group but to influence all the members?

To understand better how marketing efforts can get more efficient take a look at this analogy: your message is the "nail", repeating action is the "hammer" and the client is a "chuck of wood". If the "nail" is sharp and the hammer is used efficiently you can pierce through the chuck of wood and catch the client.

Oh well maybe it wasn't the right analogy but I'm sure you got the message?
Let's move on...

3. The assumption that the business owner is always right or "knows best".

There are situations in life (like family environment, profession, hobbies), when are are all emotional implicated and we risk to lose objectivity. The excess of information related to our company, the services and products we offer, makes us answer questions that are never asked.

"When you are closed in a bottle it's hard to read your own label". In this case, the opinion of a "outsider" can help.. big time!

4. Unfunded complaints

A lot of service providers are complaining that they don't identify correctly the request of their clients and they end up by losing them. In this situation, it's best to be specific in your presentation, offers, in the way you conduct your business because it's better to be specific then to generalize.

5. Sending single emails instead of email campaigns

Just like Rome wasn't built in a single day, or like friendship doesn't mean just one date, a single advertising ad doesn't provide the impact of an entire advertising campaign. While developing a advertising campaign there needs to be a connection, a link, a logic fluidity. All emails you send can be compared to pieces of a puzzle game that represents your company's image.

6. Obedience to the unwritten rules.

You certainly want to be unique, different from the others. If you act like it, you certainly will be noticed.

7. Ignoring the adequate moment for sending emails.

8. Selecting the target audience.

The fact that the advertising message needs to reach the decision factors (people that make decisions) of a company doesn't mean that your campaign is successful. The truth is that, the big majority of the decisions are presented to the people within the company: coworkers, employees, and so on. They make the decisions together.

9. Ignoring the words with impact.

Words like: agile, smart, cute, creative, are just surrogates for words like: informative, credible, memorable and persuasive. The name of the e-commerce game is "persuasiveness", influencing potential buyers to really buy your merchandise. This is what really brings you money and success.

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