

TOP TEN

Reasons Your Marketing isn't Working

20

K
Squared

1

MISSING THE MARK

It is essential to know who your customer is and what their needs are. If you don't understand this, your marketing messages will not resonate with them. Many businesses believe they know who their customer is. However, data and research often point to a different audience.

INEFFECTIVE MESSAGING

What makes you different? What value do you bring to your customer? Knowing your audience, their pain points, and how you can meet their needs is critical. Your message must communicate the unique value proposition (your unique solution that meets their needs) of your product or service clearly and compellingly.

2

3

LACK OF DIFFERENTIATION

If your product or service isn't significantly different from your competitors, it's hard to stand out in a crowded market. Again, what makes you unique?

INADEQUATE BUDGET

It is difficult to make an impact if you're not investing enough resources into your marketing efforts. Too often, the marketing budget is the first area cut. It is a mistake. You can be smart about where that money goes (using data), but prioritizing your marketing is important.

4

5

INCONSISTENT BRANDING

Your branding must be consistent across all channels and touchpoints. It is vital to create a clear and memorable brand identity.

TOP TEN

Reasons Your Marketing isn't Working

20

K
Squared

NOT PRIORITIZING CUSTOMER RETENTION

Marketing continues after the sale. If your customer experience is lacking, you'll struggle to retain customers and generate positive word-of-mouth. It is always easier to sell to an existing, happy customer than to acquire a new customer. Your goal? Make your customers your fans.

6

7

IGNORING DATA AND ANALYTICS

Marketing is more than a great logo, pretty ad, or eye-catching social post - analytics (the numbers) are critical. If you're not using data and analytics to measure the effectiveness of your marketing efforts, you won't know what's working and what's not.

LACK OF ALIGNMENT WITH SALES

If your marketing and sales teams aren't aligned, you may be generating leads that aren't a good fit for your product or service.

8

9

IGNORING CHANGING TRENDS

Whether you're aware of them or not, trends, media, and marketing channels change. If you're not staying current with the latest marketing trends and technologies, you may miss out on opportunities to connect with your target audience.

INCONSISTENT EFFORT

A target and a goal are important. Marketing requires consistent effort over time to build momentum and see results. If you're not consistently executing your marketing plan and adapting your strategy, you will not see the results you want.

10