



Most Marketing Mistakes That Are Made

Common Marketing Mistakes To Avoid!

Marketing may seem like a minefield and a lot of therapy businesses do not like to do it, they do not like to put themselves out there! Where do you start, what's most important? Who do you listen to and do you simply copy others who look like they're on the right path? Well, if you seriously want to improve what you're doing in your marketing then here are some pointers of the mistakes that are made!

1. Gambling with resources (time and money), rather than using proven strategies to make marketing produce a profit. Before you even think about spending money on marketing campaigns and activities you need to know why you're going to do it and have some sort of system to evidence what's working and what isn't.



2. Becoming obsessed with the look and feel of your brand – sell the benefits, not the packaging.

The brand of your business is so much more than just the colour of your logo. Good branding comes from core values and what your actual proposition really says about why customers should want to do business with you. Really think about this or discuss with a graphic designer who can help you. I had a client, in my early years, who booked an appointment with me purely after seeing my logo on my business card as it resonated with her!, but now my branding is throughout my marketing.

3. Having no marketing plan at all – even a basic plan, which is much easier than you'd think, is better than nothing; come on, this is your business we're talking about, please take it seriously!



You don't need to get bogged down in writing a three-year marketing plan, just focus on your immediate objectives for the next 90-days. I am just getting to grips with the 90 day planner after listening to a speaker about this at the Entrepreneurs Circle National Event. Previously I have always mind mapped any planner whether marketing or business.

4. Not looking at results – the absolutely fundamental rule of marketing; check your marketing and campaigns to see if they are providing what you want them to do – are you getting new clients, are you getting more bookings, are you selling more products or a certain therapy!. It's the only way to know if you're succeeding, or just wasting your time and money. Look at the ways you currently market your products and service, then confirm if there's an easy and accurate way to measure the result and make informed decisions on what to do next.

5. Trying to be too clever – don't make your audience work for it.

Keep it simple and spell out your offering in a way that's easy for people to understand. **Golden rule; never assume your audience (and customers) know what you know!**

6. Sloppy brand identity – there's no excuse these days, everyone in business should have some pride about the way they present their business. Look the business and you'll start to gain the respect you're seeking and build trust. Remember you are professional and are professionally trained – don't look cheap. Just as it's important not to focus purely on brand to the exclusion of everything else, it's equally important to make sure your marketing presentation is professional and appropriate. You may have a brand style that suited your needs and budget when you first started up but it could be time now to make sure that your more mature business is presented properly. It's all well and good when starting off and you are low on funds that you look for the cheap alternative (Vistaprint). I have used Vistaprint for years with my marketing for my business business cards, postcards, banner, t-shirts, car signs, car loyalty stickers, posters etc but after 6 years I rebranded and went to a printers for my business cards and postcards etc



Ask the opinion of others not connected to your business. Get an independent perspective. Give people the chance to be honest with you, park your ego and listen to what they tell you.

7. Ignoring the power of new strategies and tactics like Social Media – it's an amazing marketing tool when you understand how to use it. You might feel a bit overwhelmed with Social Media Marketing. Where do you start; facebook, LinkedIn, twitter or Google+? The trick is to focus on one platform first and understand how Social Media actually works, then take your new knowledge on to the next one. Have a look at how your competitors are using Social Media. Aim to identify the things that seem to be working for them. Research them and follow. Social Media Marketing isn't all about shouting from the rooftops, it's about having a conversation with your audience, it's about listening, it's all about being sociable!

8. Confusing price and value – these are definitely **NOT** the same thing!

Price is nothing more than a concept, even an idea; value is what people are really looking for. Stop trying to price your services and create a value instead.

Another **Golden Rule in marketing; don't express the price until you've established the value.** How can a prospective customer judge the price of something until they know what value it has to them personally?

Do not market and sell on price alone. Cutting your prices just to win customers is a fast-track to terminal failure, a race to the bottom. Many complimentary therapy businesses I see offer large discounts for their therapies – it does bring in appointments but does not bring in money. Clients do like money off but they do not value what you do and often they only book when there is an offer. Provide valued added therapies instead.

Task #8 – Stop and look at the way you actually express your price and value.

Again, ask for help with this and confirm if you're really expressing the value in your offer before you disclose the price.



9. Ignoring the value in referrals; about 80% of the businesses I meet tell me that about 80% of their business comes from referrals. And about 80% of business owners have no strategy at all for getting more referrals... spot the pattern?!

Marketing is not about how many widgets you can sell; it is about how many new customers you can win and what sort of relationship you can build with them.

– If you don't currently have a way of generating referrals and recommendations from your existing customers stop and decide how you can achieve this. With a solid referral plan, that genuinely incentivises and rewards your customers for introducing more people to you, you'll see a massive leap in your results.

Grow your business knowledge and learn how to apply solid marketing principles in real time.

The only thing left is your courage!