



## 20 Mistakes That Could Be Cutting Your Online Marketing Effectiveness in Half

Online marketing has become a must for any business looking to scale their operations. Some also think of it as the trickiest form of marketing because of how rapidly things change on the internet.

Here are 20 mistakes that can cut the effectiveness of your efforts by up to 50%, and the simple steps you can take to avoid them. Questions, comments, feedback? Looking for a little help with your own online marketing? Get in touch with [gerry@gerryhanlon.com](mailto:gerry@gerryhanlon.com) or call me at 443-980-7626 and if I'm on another line, please leave a message so I'll know you're not spam.



### #1: NOT SETTING GOALS

It can be tempting to drive straight into online marketing and figure things out on the go. But this mistake could make your efforts seem futile down the road when you need to measure your success. Before launching your online campaigns, set realistic goals by which you can measure your return on investment.

**#SmartMarketing**



### #2: HAPHAZARD BUDGETING

Because most online marketing tools have free options, some businesses decide to forgo marketing budgets altogether. In some cases where a budget is created, the funds aren't allocated logically. Make sure you understand the places that bring more value to your business and allocate funds that are proportional to that value. **#SmartMarketing**



### #3: NEGLECTING YOUR WEBSITE

A slick website counts for nothing if people don't visit it. Neglecting to promote the website means your traffic will always remain low and your website will be a wasted investment. Think of your website as your online office. It's where you want people to come so you can close the deal, so promote it as much as you can.

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### #4: NOT HAVING A BLOG

Blogs are a great way to educate customers about your services and help to drive traffic to your website through inbound links. They also establish your authority in your domain, especially if you go the extra mile and engage with your customers in your comment sections. **#SmartMarketing**

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### #5: NOT OPTIMIZING FOR CELL PHONE USERS

Most businesses build their websites with desktop computers in mind; however, data shows more people view online content from their phones. Make sure your website is responsive and optimized to give a seamless experience to mobile users as well as those on desktop. **#SmartMarketing**

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### #6: GENERALIZING YOUR TARGET AUDIENCE

When you target everyone with your online marketing campaigns, you waste time on people who might not even be interested in your services. Instead, take time to think about the people most likely to engage with your brand and then only direct your marketing efforts to them. **#SmartMarketing**

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### #7: NOT USING SEO

When you rely too much on paid promotions to rank well on search engines, your website will likely be ignored. People trust organic search results way more than they trust paid ads, so you need to use SEO to rank well for the keywords that mean the most for your business. **#SmartMarketing**

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### #8: SLOW LOADING TIME

A slow website is frustrating for users because no one likes to wait to get the information they need. Conversely, faster websites experience better conversions. Conduct regular speed tests on your website. If it takes more than 3 seconds to load, fix the problem pronto. **#SmartMarketing**

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### #9: MISSING CALLS-TO-ACTION

A call-to-action button helps to direct traffic further down the buyer's journey. If your website doesn't have any, people will leave without engaging with you and there's no guarantee that they will be back. Make your CTAs prominent on your website so people know exactly what they need to do next after visiting your site. **#SmartMarketing**

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### #10: DISREGARDING BACKLINKS

When other sites link back to your content, it tells the search engines that you are an authority on a certain topic and helps you discover new audiences. As such, not making an effort to build these backlinks can significantly cut your online marketing effectiveness. Consider writing guest posts for other websites that you can then link back to your own. **#SmartMarketing**

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### #11: SPAMMING WITH EMAIL MARKETING

Email marketing is the highest-converting form of online marketing when it is done properly. Spam damages your brand reputation and jeopardizes your opportunities to create meaningful interactions with your clients. Collect your lead emails organically and make sure you use them appropriately for the exact purpose you promised when viewers subscribed to your email list. **#SmartMarketing**

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### #12: LACK OF PERSONALIZATION

Emails are a personal form of communication and should feel that way. Refrain from using phrases such as “Hello everyone” but rather use your recipients’ first name. This is Email 101 for programs like Mail Chimp and Constant Contact as a first step in creating effective marketing campaigns. **#SmartMarketing**

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### #13: AVOIDING SOCIAL MEDIA

Some businesses shy away from social media because of the noise and how fleeting content is there. But for every business, there is an ideal social media platform for it. Also, if you already have social media accounts, keep them updated by posting regular content that is relevant and engaging. **#SmartMarketing**

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### #14: NOT USING VIDEO

More people are consuming content via video now, and neglecting to use it will render your business irrelevant in the near future. Your videos don’t have to be expensive productions, either. Simple and affordable video content gives the feel of personal connection with your audience. Use the tools you already have to make creative videos for your business. **#SmartMarketing**

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### #15 of 20 Marketing Mistakes that Could Be Cutting your Online Marketing Effectiveness in Half: RELYING ON CLICKBAIT

Businesses that fall into the trap of using clickbait for their content risk losing their good reputation and the trust of the audience. Make sure that all your headlines and titles deliver exactly what they promise to the audience, and are not just there to drive uninterested traffic to your content. **#SmartMarketing**

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### #16: FORGETTING TO MEASURE RESULTS

If you don't measure how your campaigns are performing, you risk making the same mistakes over and over again or losing money on ineffective campaigns. Be sure to measure the results of your online marketing efforts constantly so you know exactly what's working for you and what's not. **#SmartMarketing**

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### #17: IGNORING NEGATIVE REACTIONS

These interactions don't always have to be comments. Sometimes a negative interaction is an abandoned cart in your shop. So instead of ignoring these reactions, make efforts to reach out to people who leave negative reviews or abandon their carts so that you can find out how to improve their experience and convert them (assuming they are open to that). That way, everyone wins. **#SmartMarketing**

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### #18: NEGLECTING CUSTOMER RETENTION

It's easy to concentrate all efforts on acquiring new customers but what you do once you have them is just as important. High-value customers are the ones who are loyal to your brand. Cultivate this loyalty through campaigns targeted specifically to the people who are already a part of your customer base. **#SmartMarketing**

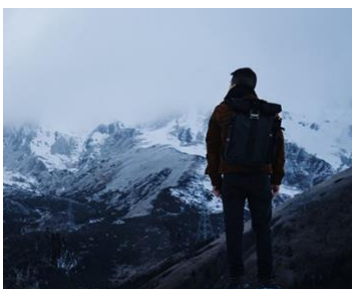
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### #19: INDIFFERENT CUSTOMER SERVICE

Customer service is a big part of marketing that people often neglect. Customers will remember how you handle difficult situations with them, and so you have to ensure that each interaction with a customer (or potential customer) is always prompt, informative and positive. **#SmartMarketing**

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### #20: DOING IT ALL BY YOURSELF

If your core business isn't marketing, you're better off hiring marketing experts to help you market your business effectively. Working with marketing professionals will not only help to increase the effectiveness of your campaigns, but it also frees up your time so you can concentrate on your core business. **#SmartMarketing**