



Marketing Mistakes And How to Avoid Them

If you have any business, either brick and mortar or and online business, you're engaged in marketing online. But are you wasting an invaluable opportunity to bring value and a clear message to potential clients?

Here are some common mistakes that are made when marketing online and what you can do to avoid them.

Mistake: Going for a sale or a potential client like a late night TV infomercial.

Instead of scaring a client away, attract their curiosity by building trust. Remember, approximately 85% of your visitors will not buy during their first visit to your website, so have something of value that they would opt in to be on your mailing list so you can actively engage them. Then you have permission to contact them again and again, building a relationship and giving them a sense of trust to buy from you.

Mistake: Offering a plain old newsletter.

This just doesn't get people excited to give you their email address anymore. Understand that people are too busy and more protective of their emails, so offer something of value like a free resource, helpful tips, or a free email or video series relating to your expertise. I use a free audio download at my website to help my clients create their vision of success.

Mistake: Thinking that sending out one message about your product or service will sell it.

Remember how inundated people are bombarded with information these days, and remember the seven times rule: Your prospects will likely have to see your message seven times before they even pay attention, let alone respond.



To learn more visit www.stretchyourself.org

Mistake: Thinking social media will be your answer to end all.

Social media is global, it build great relationships and its free. The bad news is, that it is easy to tune someone out if they come across like a used car salesmen. Also, everyone is online, and there's a lot of noise. You have to be strategic in your message to break through the noise and reach the people that you really want to reach. This can be done by giving value and works best hand in hand with other marketing methods so you are covering all the bases.

Mistake: Thinking online marketing will be all you need.

I consult with many solo professional and entrepreneurs who seem relieved to be behind a computer all day selling themselves instead of actively meeting people and selling themselves. You should be doing both online and offline marketing on a regular basis. Personal connections always trump an online connection, so keep that in mind, especially when your selling yourself or your personal services. People buy from people they know like and trust, but most importantly, and I think everyone misses this is that people buy from people they can CONNECT with.”



To learn more visit www.stretchyourself.org