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# FALSE MOVES AND OTHER MARKETING MISTAKES EXPOSED

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# 01 BEING TEMPTED BY THE DEVIL

There are a number of marketing suppliers who I call ‘tactical’ players. They are businesses that specialise in offering one specific element of the marketing mix. Examples include website developers, telemarketers, SEO companies and/or Public Relations practices.

Whilst they are an important part of the marketing mix and have a relevant place in the supplier world, I have come across many instances where, a single source supplier, such as those noted above; pitch themselves to a client as a complete marketing fix – wrong!

This seems particularly evident in the SEO industry. A client who I wrote a Marketing Plan for had an SEO company approach them about some quick SEO techniques that would do wonderful things for their business. Having just written a Marketing Plan for that client, it was very clear to me that unless the business addressed some of the key marketing issues identified in the Marketing Plan, an SEO strategy, at that point in time, was not going to deliver any real results. Fact.

## LEARNING

There are very few quick fixes in marketing that lead to long term results



# 02 STYLE GUIDE, WHAT'S THAT?

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Whether you work with graphic designers direct or through an agency, not having a style guide for your business makes the 'design' process more difficult to oversee and control in the long run.

A style guide is there to help you manage one of the most challenging aspects of a brand, which is, consistency over a long period of time.

The fact is, over the life of your business it is going to be pretty rare to have one graphic designer work on your brand, even if you use the same agency.

Why is this a problem? Without basic brand rules and guidelines, the natural instincts of designers will be to 'play with your brand', and if you are managing the process yourself, you will have to be very diligent to ensure this doesn't happen to you.

In summary, a style guide:

- Reduces design time (costs) over the long term
- Facilitates brand recognition (sales) through design

## LEARNING

Get a style guide for your business and brand and create an environment where consistent design work is a basic requirement.



# 03 MISALIGNED BRAND

As a business owner, I regularly attend networking functions. One of the great things that I get to do at these functions is to people watch.

There are many networking instances of misaligned brands; however one particular example has stayed with me over a long period of time.

I had a conversation with a person whose business was Personal Styling and no doubt you are thinking that the person I met, given their occupation, would have had a great sense of 'personal style' and a business brand to match?

Wrong.

This person's dress style was probably more suited to a bank teller role and their brand was one of the most boring that I have ever encountered.

It was from this point in the conversation that I realised I didn't believe their brand story and it wouldn't have mattered what that particular person had said from that point onwards; the proof wasn't in the pudding.

## LEARNING

The products and services that your business offers to market need to fit nicely with your brand image.



# 04 CHEAP INTERIM MEASURES

I am a big fan of making budgets work hard and using tactical outputs that don't cost the earth.

However, there are some cheap interim measures that seem to inevitably end up becoming permanent solutions.

- Cheap business cards are a classic.
- A phone message service that answers your landline but doesn't know you or your business.
- A website that is meant to be a cheap two week solution becomes a five year investment.
- The marketing plan written before social media 'was around' is still the blueprint for expansion.

The list goes on. Are you guilty of any of these?

## LEARNING

If you have to use cheap interim measures, ensure that it stays just that, an interim solution...



# 05 THE JUGGLING ACT

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This may be relevant to business in general, but I believe that this point is particularly pertinent to marketing. If you are not one of the most organised persons you know, or have an assistant who is unorganised, then you really can't be a great marketer.

Marketing is one of those jobs that require not only creative and strategic genius, but also exceptional organisation skills.

Projects more often than not require the involvement of multiple stakeholders. Getting sign off and agreement of the people involved takes superior time management.

The truth is that even if you have an exceptional mind, your amazing ideas will be lost in the practical implementations.

## LEARNING

If you are a marketer or a DIY marketing business owner and aren't one of the most organised people you know, get the help of someone who is.



# 06

## NOT HAVING ANYTHING FOR PEOPLE TO READ

One of the issues with highly creative websites is that they don't give much for people to read. Sites that 'look pretty' usually lack real substance. Or, in the B2B world, LinkedIn profiles that have no content except for dates and job titles.

In my world, one of my clients is a retail franchised business and their current business objective is to grow the brand by selling more franchises.

One of the tactics I have in place for the Directors is to get more content available in the public domain about what they do and where they come from. This is to ensure prospective franchisees have something to read that is relevant and interesting.

### LEARNING

Regardless of what you do, having content available in the public domain (online and offline) is an important element of your marketing mix.

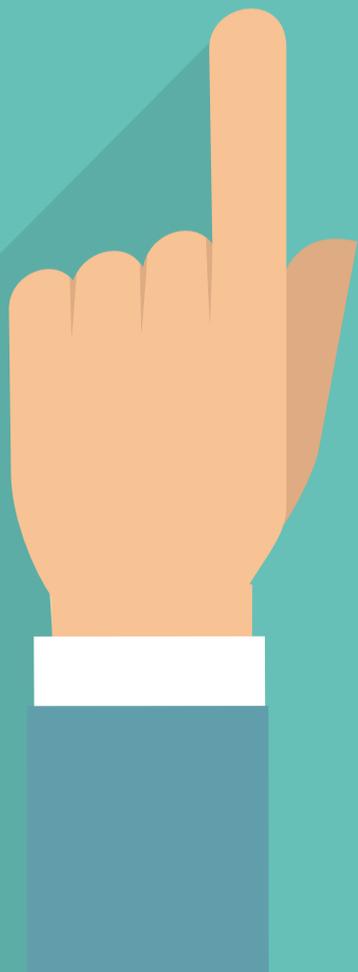


# CONCLUSION

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Important points to remember:

- Treat the marketing function in your business with a high level of priority
- Use this guide to help you identify issues that need rectifying
- Remember that marketing is something worth investing in
- If you are looking for outsourced help, Next Marketing can help.



# WHAT TO DO NEXT?

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