Ten Marketing Blunders to Avoid by Jayden Chu

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You may have a product or service that your company in Singapore can use to get more sales leads coming in. But, as time goes by, you realize that you are not getting as much business leads as you desire. What happened? You know that you have a killer product or service, so why are you having a hard time getting more prospects to sign up or make a purchase? It could be possible that you are not doing your marketing campaign right. Yes, mistakes or gaffes in marketing can ruin what could have been very profitable marketing campaign, affecting the results of the lead generation process.

1. Misunderstanding your target audience â€“ you may be selling a very popular toy or video game, but the question here is this: who is going to buy it? When you craft a marketing plan, make sure that you include everyone whom you believe will buy, not just the target.

2. Sending the wrong message â€“ you need to send the right message to your target audience. If you cannot articulate your offer well, or send in someone who could not do your firm justice, you are creating bigger problems for yourself.

3. Not enough advertising â€“ this is more along the lines of promotions. When you are advertising to other firms, you need to be frequent with your promotions. Prospects that do not know about your company might be caught by surprise when the telemarketers call them.

4. Using the wrong medium to communicate â€“ there are firms that prefer the phone, while there are those looking for brochures. Sometimes, you need to tailor your company promotions to reflect your business properly, lest there is a disconnection between your company and the medium used.

5. Focusing on awards, not results â€“ sometimes, advertisers would promote your business with their minds set on getting an award later. That should not be so. You have to insist that the advertising should deliver the results you want.

6. Failing to address needs â€“ you can liken it to you talking and talking about how your company can help prospects, only to turn out that what you offer is not what the prospect needs. You need to know what the prospects want before you make any pitch.

7. Lacking advertising â€“ one type of advertising sometimes will not cut it. Depending on what you offer, you might have to come up with different advertising types to match what you have.

8. Not thinking about seasonality â€“ think selling ice pops during the winter. This not only makes you look inconsistent, you are also losing what could be good sales leads if you offer services that will not match the time it is needed.

9. No link between your website and your advertising â€“ these days, more people are looking into company websites to know more about you. Not linking your advertisement to go directly to your website is not only unwise, but also turns off prospects.

10.Copying a competitorâ€™s approach â€“ one thing that may be seen as unacceptable is copying. If you are marketing, you are trying to stand out. Using another companyâ€™s strategy, no matter how good it is, only creates more problems.

These are the gaffes that you must try to avoid.

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