

# 6 INEFFECTIVE MARKETING STRATEGIES

## BEING REACTIVE INSTEAD OF PROACTIVE

Proactive marketing is a strategy implemented with data, preparation and organization. Reactive marketing, however, results from action to consumer behavior and is often done with little to no planning. When in doubt, always be proactive! Without a proper plan in place, you have little room to measure the success of your campaign and risk exhausting your marketing budget on wasted resources.



## NOT USING ANALYTICS TO MEASURE THE SUCCESS OF YOUR CAMPAIGNS

Measuring and tracking your marketing campaign is essential in reaching your goals and objectives - and ensuring your budget is well spent. Analytics help you understand consumer behavior and distinguish between what tactics are and aren't working, giving you the opportunity for continued improvement. Most importantly, they can validate assumptions and teach you what you didn't previously know.

## NOT DEDICATING THE RESOURCES NEEDED TO DEVELOP AND EXECUTE AN ONGOING STRATEGY

Marketing is more than just posting on social media every now and then. It's about relationship-building, planning ahead, establishing a brand image, and more. To ensure a strong marketing strategy, have a dedicated team that is focused on your marketing goals rather than simply filling in the gaps whenever it feels necessary.



## SPENDING TOO MUCH TIME ON THE WRONG CHANNELS

Facebook, Instagram, LinkedIn, SnapChat, TikTok... Oh my! Having a presence on all marketing platforms is a waste of your time and money - especially if each platform is barely getting the attention it needs. Find out what platforms your target audience use most and create an engaging presence on those channels. This lets you reach the right audience in the right place at the right time.

## NOT MONITORING YOUR COMPETITION

If you don't know what your competitors are doing, how do you differentiate yourself against them? Monitoring your competition can spur innovative ideas and determine areas of opportunity to gain market share. Don't obsess over it as your business is the priority, but be sure you're not the last to learn what your competition is up to. Lastly, this doesn't apply just to their services - but also to how they're recruiting talent you may be vying for.



## GREAT IDEAS WITH LACK OF FOLLOW-THROUGH OR ACCOUNTABILITY

Big ideas involve big strategies! So next time you have a meeting with your team and brainstorm big ideas, follow-through with an execution strategy. Remember, your great ideas hold value, and accomplishing your vision could be the difference between a good month and a great year!

40%

of marketers say proving the ROI of their marketing activities is a top challenge<sup>1</sup>

39%

of marketers believe their marketing strategy is ineffective<sup>1</sup>

26%

amount of budget that marketers estimate they waste on ineffective strategies<sup>2</sup>