



# 5 THINGS TO STOP DOING WITH YOUR DIGITAL MARKETING

ELEMENODESIGN

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# 5 MISTAKES IN DIGITAL MARKETING

We all make mistakes and we've been guilty of this as well.

From starting this business more than a decade ago, there are certain missed opportunities that we continue to see with companies that we work with.

We want to share some of the top marketing mistakes that we've seen people making on a daily basis because there is a good chance that you might be making a couple of these yourself.

We wanted to supply you with information that will focus on common errors and address both the importance of correcting this and more importantly, how to fix it.

Here are the **Top 5 Marketing Mistakes** that we continue to see:

- **Forgetting about mobile users**
- **Try to market to everyone**
- **Ignoring SEO**
- **Unbalanced marketing budget**
- **Trying to do it all alone**

Our hope is that you will gain new insight on how to better market your business along with actionable steps to correct some of these common mistakes.





## MISTAKE #1

### Forgetting about your mobile users

If you are like many of our customers, you have a strong, functional website that you've have had for years. The problem is that some of the **older sites were not built with high cell phone usage in mind.**

Make sure you're not overlooking those mobile customers. When customers pull out their phone to look at your site and it isn't mobile-friendly, it can turn potential customers off immediately.

According to Crowdspring.com, **67% of customers** said they were more likely to buy a product from a company that had an **easy-to-use mobile friendly site.**

To correct this, make sure your website is mobile responsive. This can make a world of difference with the large percentage of buyers who are using their phones to shop for goods and services.

Having things like your phone number and address be live links allows for mobile users to simply click to call or access your location in a mapping app.

The goal is to make the customer's shopping experience **simple and easy.**



## MISTAKE #2

### Trying to Market to Everyone

Who are you targeting with your online marketing campaigns?  
Anyone with Internet access? Mobile users? Certain age?

You need to **narrow your target market.**

A target market is the specific group of people you want to reach with your marketing message. They are the people who are most likely to buy your products or services, and they are united by some common characteristics, like demographics and behaviors.

**Use data** to determine who your current and prospective customers are.

**Targeting everyone and anyone is an inefficient way to market and will cost you money that won't convert to sales.**

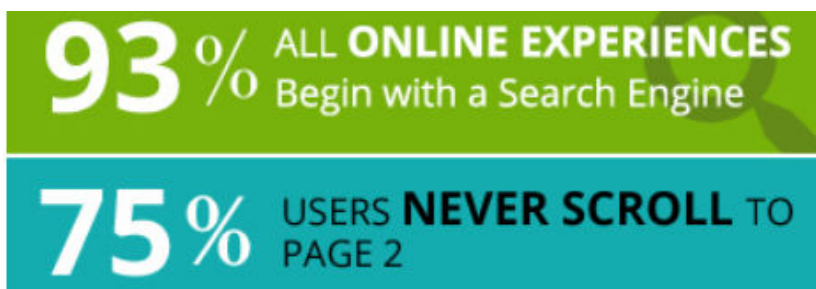
The more you become aware of your current customers' data, the more specific you can become with your marketing efforts. Age, gender, location, and more all play a huge role in converting your marketing into sales. By **looking at the analytics** from your website and social media, you can begin to create a powerful, targeted marketing campaign.

When you target to a specific audience, you are not stopping people from buying your product, you are just **streamlining your marketing efforts.**



Ignoring Search Engine Optimization (SEO) can be **detrimental for your company.**

You need to make sure that your website contains specific keywords and phrases that people are searching for.



Bottom line,  
**customers won't be able to find you.**  
If you're not on the first page of their search results, you most likely will not get the customers.

One thing we have learned over the years is that there are far too many misconceptions about what SEO is and is not which is detrimental to businesses.

**SEO is NOT just adding links and Keywords.** There are algorithms that are specific to each of the major search engines. Not carefully following these will cost you rankings and ultimately potential customers.

To check out how we can help increase your SEO, check out [this page](#) that explains what we can do to increase your visibility to customers.



## MISTAKE #4

### Not having a balanced Marketing Budget

First off, you need to have an actual marketing budget and properly allocate where those funds go. If 100% of your marketing budget is going toward gaining new customers, then you're neglecting retaining the customers you already have.

Here's an example of **a diverse marketing budget.**

You wouldn't need to do every part of this, but it's a great example of how successful businesses are intentional about focusing their marketing funds in different areas, not just in one place.



This will allow you to broaden your customer acquisitions and you can easily monitor the success of each method and adjust as needed.

By balancing how you spend your marketing budget, you can not only **reach new customers**, but also ensure that you are **keeping the ones you have** which breeds more referrals, and ultimately, new customers!



## MISTAKE #5

### Trying to Do It All Yourself

Get help. You can't do it all by yourself. We've been there. You are working long hours **trying to juggle every aspect of your business**. If you don't excel in certain areas of marketing, find someone that does.

The success of your business depends on **getting and keeping customers**. Businesses spend so much time, money, and effort trying to acquire and retain your customers. Don't waste it.

Make sure you have someone helping you that knows what to do to maximize your efforts.

If you've read through these tips and realized that you are making some of these mistakes, don't be discouraged. The first step is realizing where you can improve. Once you've identified that, you can take the proper steps to correct the course.

Here's something else to keep in mind:

- **Many of these common mistakes are connected.**
- **By improving one, the others will improve as well.**

Just know that all of us at Elemeno are here to help. We've built our business on **helping companies like yours grow and thrive**.

FOR ADDITIONAL RESOURCES AND SUPPORT, CONTACT:

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