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REASONS WHY YOUR DIGITAL MARKETING ISN'T GETTING THE RESULTS YOU WANT

1. YOU DON'T HAVE CLEAR GOALS



If you're trying a little of this and a little of that, and hoping for the best, without knowing why, you may be setting yourself up for failure.

If you don't know specifically what you're trying to achieve with the marketing campaigns you're putting time and money into, then how would you even know if you achieved them?

2. YOU DON'T HAVE A PLAN

It's been said that, "If you fail to plan, you plan to fail."



As with any endeavor you hope to succeed at, it's crucial to invest the time and resources into coming up with a solid plan before you begin. If you're just winging it, then you aren't likely to get very significant results.

Take your clearly defined goals, and put together a plan for how you can achieve them, and when you want to achieve them by.

3. NOT MEASURING THE RIGHT KPIs

Or maybe you're not measuring KPIs at all?



Establishing specific Key performance indicators (KPIs) is crucial to helping you measure your achievements, and ultimately achieve your goals.

When it comes to digital marketing, there are many different metrics that can be measured, making it hard to know which ones matter most based on your goals.

4. NOT USING THE RIGHT CHANNELS



Do you know where your audience is online, and how they prefer to view content? If not, it's possible that you aren't reaching them in the right places.

If your audience prefers videos to blogs, and you're writing lengthy posts on a regular basis, you may not be getting their attention. Get to know your target audience, and bring the information to them wherever they are.

5. BRANDING IS INCONSISTENT

Customers like consistency. It makes them trust a brand, because they know what to expect.



If the brand experience your audience has on your website is significantly different than their experience through email campaigns, social media, and other channels, they may get confused.

Confusion often leads to frustration, which could result in potential customers deciding to go elsewhere with their business.

6. YOU LACK INBOUND MARKETING

If you aren't doing any inbound marketing, it's time to jump on the bus. Consumers today don't want advertising shoved in their faces. They want to decide when and where they learn about the products and services you have to offer.



It has been said that content marketing – specifically blogging – is three times more effective than traditional marketing at generating leads.

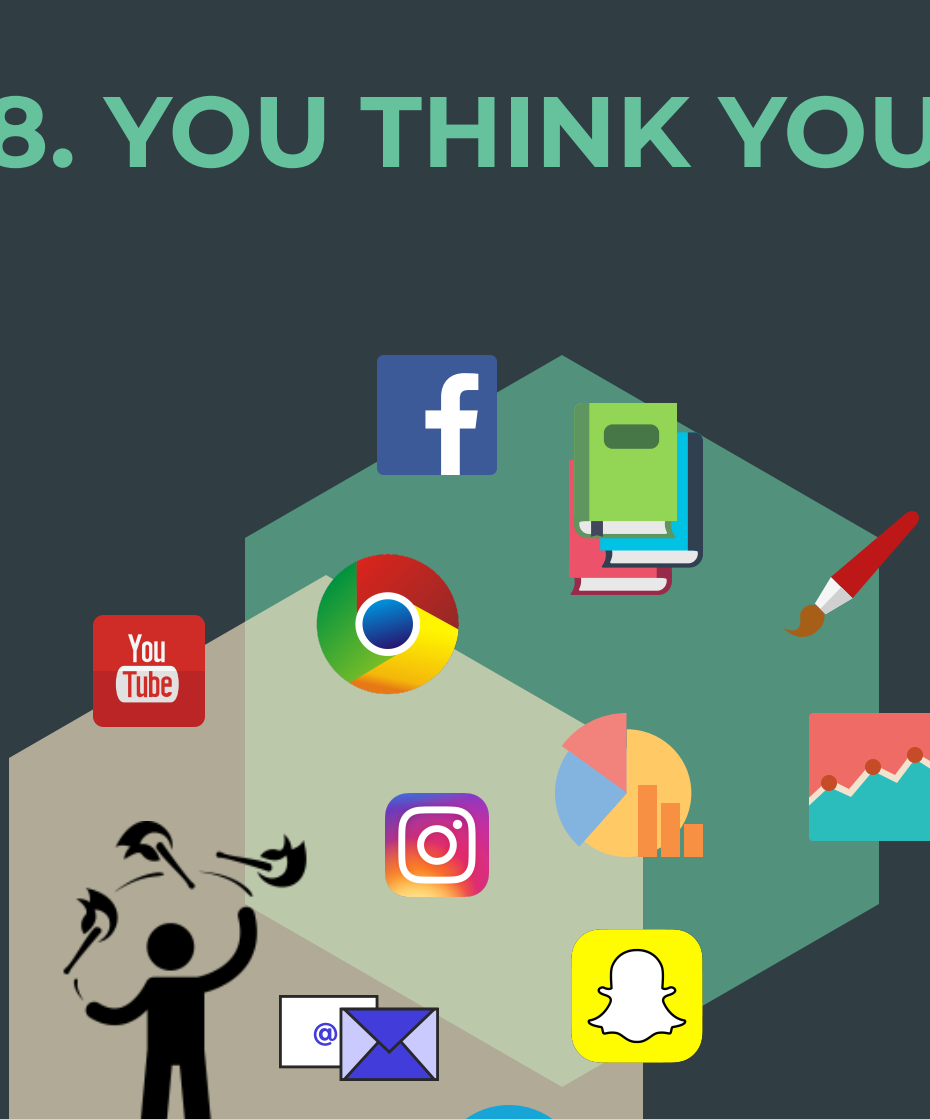
7. YOU CAN'T GET IT ALL FOR FREE



The problem is, much of the time, you ultimately get what you pay for. Are there free tools out there that are awesome, and are almost as good as the paid versions? Absolutely. But there are some things you're better off just handing over the cash for.

A professionally designed website, for example, is something that is extremely difficult to do for free. This brings us to our final point...

8. YOU THINK YOU CAN DO IT ON YOUR OWN



Of course you can do anything you put your mind to. If you want to take on the necessary time, work and money it will cost you to do all of your marketing by yourself, then we applaud you. But don't you have other things to do, like running your business?

Unless you are a highly skilled graphic designer, web developer, professional content writer and branding strategist, you may want to hire someone else to make sure it's done right.



Smile MEDIA

Need a professional and engaging website? What about a Marketing Strategy that engages your target audience? Give us a call!

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