


Smart Businesses
Avoid These
20
Marketing Mistakes




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BAD MARKETERS...
have no value
(proposition)



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Smart marketing...
is built around a strong
value proposition.




Knowing your CORE VALUE is
fundamental to smart marketing.

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BAD MARKETERS...
are self-centered
"we, we, we"
is only for the three little pigs




Smart marketing...
is "you" focused.
We offer great service...
We are the best...
Blah, blah blah...



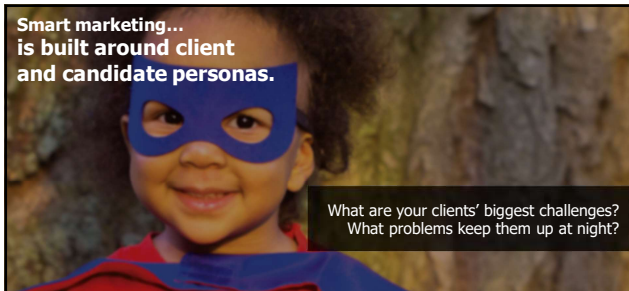
Smart marketers use "you" 3 to 4 times more than "we."




BAD MARKETERS...
have no understanding
(of their customers' needs)

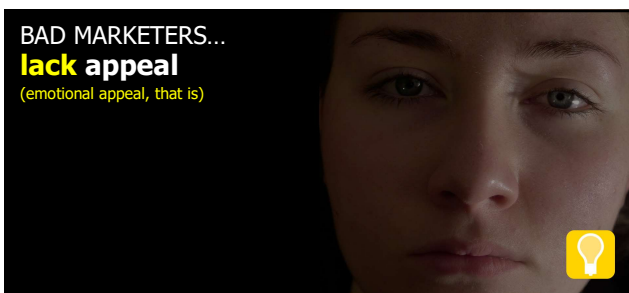


Smart marketing...
is built around client
and candidate personas.



What are your clients' biggest challenges?
What problems keep them up at night?



BAD MARKETERS...
lack appeal
(emotional appeal, that is)






Smart marketing...
uses emotions to create a response.



Fear. Empathy. Joy. Anger. Trust.

What emotion ties most closely
to the value you provide?

Evoking an emotional response
is key to driving marketing ROI.


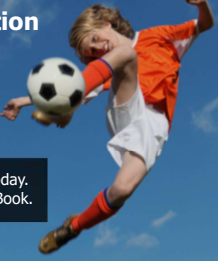



BAD WEBSITES...
are missing the call
(to-action)

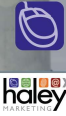



Smart websites...
use strong calls-to-action
to drive results.

Apply now. Signup for job alerts. Call today.
Request an employee. Download our eBook.


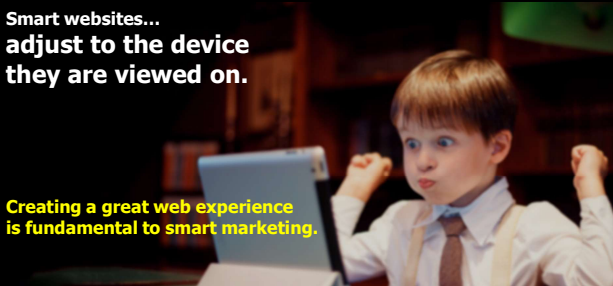


BAD WEBSITES...
are
(im)mobilized


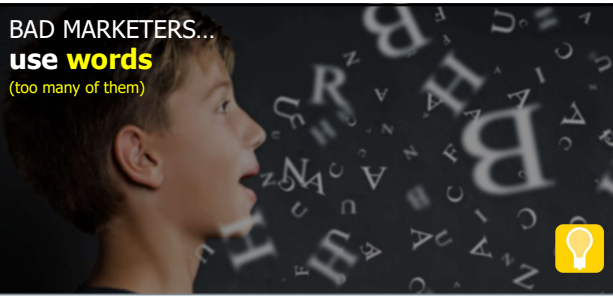


Smart websites...
adjust to the device
they are viewed on.

Creating a great web experience
is fundamental to smart marketing.




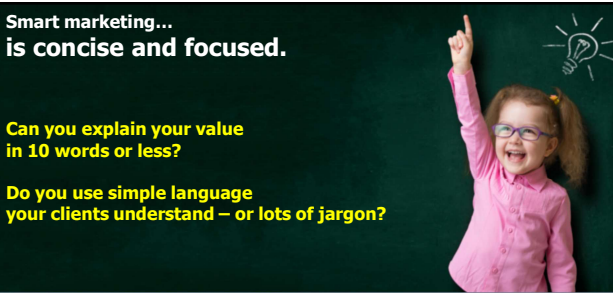
BAD MARKETERS...
use words
(too many of them)



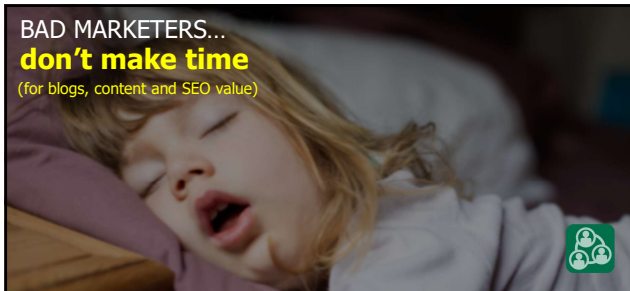


Smart marketing...
is concise and focused.

Can you explain your value
in 10 words or less?

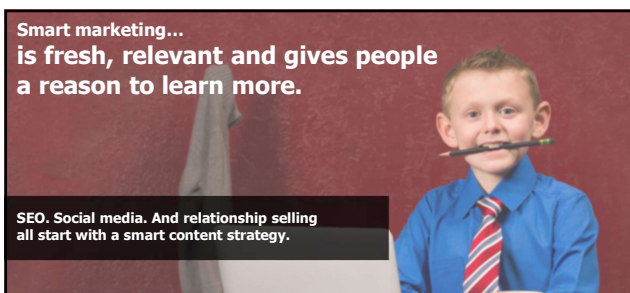
Do you use simple language
your clients understand – or lots of jargon?





BAD MARKETERS...
don't make time
 (for blogs, content and SEO value)

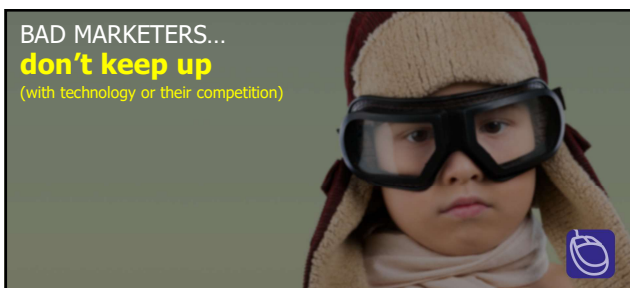


Smart marketing...
is fresh, relevant and gives people
a reason to learn more.



SEO, Social media. And relationship selling
 all start with a smart content strategy.

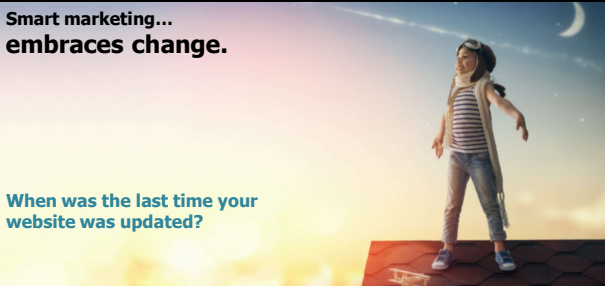



BAD MARKETERS...
don't keep up
 (with technology or their competition)


Smart marketing...
embraces change.

When was the last time your
website was updated?



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BAD MARKETERS...
are blind
(to web analytics)



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Smart marketing...
**uses web and social analytics
to make better decisions.**

Using Google Analytics to make better decisions
is fundamental to smart marketing.



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BAD MARKETERS...
are ignorant
 (to social media trends)






Smart marketing...
uses social media to stay top-of-mind
and create a competitive advantage.

Investing in a strong social media presence is no longer a luxury; it's a business necessity.




BAD SOCIAL MARKETERS...
lack insight
 (Facebook insights, that is)




Smart marketing...
uses social analytics to
improve engagement.




Use Facebook Insights to track your competition and drive more engagement.




BAD SOCIAL MARKETERS...
are all organic
(they ignore paid reach)

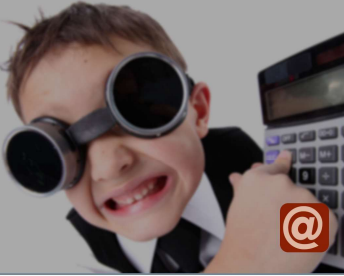
Smart marketing...
uses paid reach
strategically to boost ROI.



Smart marketing uses paid social to target employers and job seekers.




BAD MARKETERS...
sell (and sell and sell and sell)



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Smart marketing...
uses valuable content to advise and educate – and then sell.

Providing value (and not ALWAYS selling) builds trust and positions you as an expert.



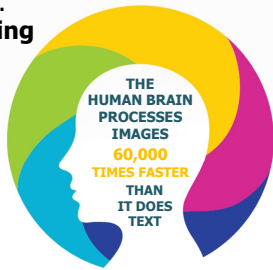
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BAD MARKETERS...
have an image problem (or a lack of image problem!)

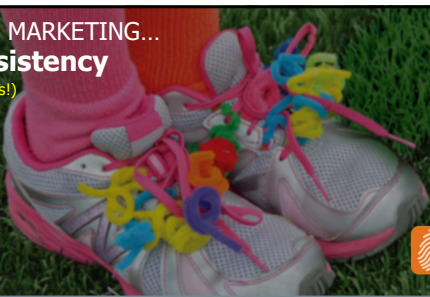


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Smart marketing...
uses compelling
images to
improve
conversions.



BAD SOCIAL MARKETING...
lacks consistency
(especially in results!)



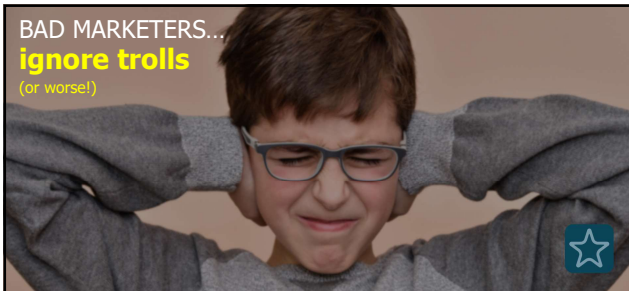
Smart marketing...
takes persistence.


Have a marketing calendar with
planned, consistent touch points.






BAD MARKETERS...
ignore trolls
(or worse!)





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Smart marketers...
closely monitor their online reputation and have a proactive review program in place.

Monitoring and actively improving your online reputation is a smart way to build your brand.




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BAD MARKETERS...
are copycats
(they only use other people's content!)




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**Smart marketers...
write and post original ideas.**

Smart marketing is about sharing content that brings employers and job seekers TO your website.



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**BAD SOCIAL MARKETERS...
expect
instant
gratification**



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**Smart marketers...
understand that results take time.**

Integrating marketing with your sales efforts can boost response by more than 100%!





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BAD MARKETERS...
think SEO lasts
(forever)




Smart marketers...
**understand that SEO is a process,
not a one-time event.**

An ongoing SEO and content strategy
is key to improving your search
rankings and driving qualified leads.



**Think
smarter.**



**Looking to drive more marketing results?
Haley Marketing can help.**

Our services include:

- Website Development
- Blog Writing
- Social Media Marketing
- Search Engine Optimization
- Online Advertising
- Email Marketing
- Reputation Management
- Logo Design
- Brochures / Collateral
- Trade Show Displays



GET OUR SMART MARKETING CHECKLIST
www.haleymarketing.com/smartmarketing





Coming Next:

Digital Dominance 2018
Tuesday, April 17 at 2 PM ET

SEO 2018. New rules for staffing firms.
Thursday, May 10 at 2 PM ET

Reserve your seat: www.lunchwithhaley.com

