



D2
BRANDING

**THE TOP 10
MARKETING
MISTAKES YOU
DON'T WANT TO
MAKE IN 2022**

Marketing is a game. Not everything works for every company every time. If it was 100% accurate I would be a billionaire! For example, I have clients who absolutely kill it using Facebook and Instagram ads because of the niche they are going after. Others, absolutely dominate SEO coming to the top of Google because there are so many searches in their industry. Other clients have incorporated LinkedIn as a lead generation strategy and it has worked very well! Other clients with lower budgets have been very successful with Instagram organic outreach to get leads.

Although we don't know the exact formula that works every time, we do know best practices for what is working digitally based on research and case studies from our other clients. I have seen so many marketing mistakes over the last year from start ups and even large corporations or franchises.

As we go into 2022 and companies are looking at their marketing budgets, I thought I would stop you before you make the most common mistakes I see. Here are the five biggest mistakes companies made in 2021:



You start marketing without a strategic plan. Who is your #1 avatar you are going after? What platforms are they on the most? What is the biggest problem in the world you are solving? I talked to a company the other day that was selling supplements online. They had no idea why their products hadn't taken off after years of a website being up. They didn't have a target audience because they said everyone needs supplements. Guess what? If you go after everyone, no one will respond. They weren't bringing any emotion into their ads. They weren't solving a problem for anyone. They just wanted you to buy. **WHY SHOULD I BUY?** I can get supplements everywhere I go (Target, Walgreens, Walmart, Amazon, my local gym, etc) what makes them **DIFFERENT?** What makes them **SPECIAL?** You have got to dig deeper. Why do I need supplements? Because you are a

woman over 40 who is not getting the proper nutrients you need for your age through the food you eat and your body requires more now as I age than it did 10 years ago. Because you are tired, fatigued, feel like you can't make it through the day and lacking major energy to do your job or be the wife or mom you need to be because of it. You have put on an extra 30-40 pounds over the years and hate the way you look and feel. Do you see how I am digging DEEPER and getting to their biggest problem in life that my supplements can help solve? That is the difference between having a strategic plan that is going after a specific niche market solving a problem in their world and connecting emotionally with the target audience. Then you have to have an irresistible offer they cannot refuse to act on! What is your call to action they must take and they only have a limited time to redeem? That is marketing that works. You don't want to blindly go into a marketing campaign spending money when you haven't been through this exercise. A marketing professional or agency can help you do just that. That will be the best money you spend in 2022!



2

You think you need to be on every social media platform. You are killing yourself trying to keep up with content on Facebook, Instagram Feed + Reels, Twitter, YouTube, LinkedIn, Tik Tok, and are exhausted and your content is not good. **YOU DO NOT NEED TO BE ON EVERY PLATFORM!** Pick 1-2 that fit your target audience and own them! Don't worry about the rest! You also don't need to post daily if you don't have good content to post. If you post 2x week and it is compelling content that is way better than getting something random up daily just to say you posted. A great way to incorporate good content is to use a spokesperson for the company to share insider tips in your industry! People relate to a face way more than a brand. Utilize these people who have knowledge that others want to know!



3

Relying on organic reach for your social media efforts. On Facebook + Instagram today, only 3% of your followers actually see your content. I see companies spend thousands of dollars each month for great content for their social media and then NO ONE SEES IT! If you don't promote your posts, you are invisible. Yes, we all need a social media presence today, it is very important, but what good is it doing if no one sees it? Boost your posts, even \$5 per day to get eyeballs on them and if you are expecting lead generation from social media, you have to do a campaign. I am not just talking about the ad, but the ad that leads to a landing page capturing name, phone number and email to build your list. Then a retargeting campaign to market to that list. It takes people 7-11 times on average to see your ad to convert. So one post won't do it. We have to get their info and then follow them online with ads, emails and texts to get conversion.



4

Measuring marketing campaigns off of impressions, page views, downloads or clicks rather than SALES! This used to drive me crazy when I worked in the television industry. They would talk about massive impressions the client would get with their ad. Thousands upon thousands of people would see their ad, but who CARES? Did it convert? Did they actually get sales off of that ad? You cannot track ROI off of impressions. Did your ad drive traffic to your store or website and convert to sales? That is the beauty of digital marketing. I can tell you exactly who clicked on the ad, gave us their information and converted into a buyer. That is the only way to track the return on your investment the right way!



You do a little bit of everything in marketing which results in zero results. I know you think you need to do social media ads, SEO, LinkedIn outreach, email marketing, billboards, radio, etc. Spreading your budget so thin trying to do everything will get you nothing! Go all in to ONE or TWO strategies and give it 3 months to look at the results. You either need to hire an agency who can handle all of those things for you at once or pick one or two you can execute yourself and go all in.

**THESE ARE THE
BIGGEST
MARKETING
MISTAKES I SAW
IN 2021 THAT I
DO NOT WANT
YOU TO DO!**

- ✓ **Have a strategic marketing plan before you start that lays out your #1 avatar, the biggest problem you are solving in the world, an emotional connection and a call to action they cannot refuse to take!**
- ✓ **You are only going to pick 1-2 social media platforms you can OWN and be great at! Forget about the rest!**
- ✓ **You have to put ad spend behind your social media to get any traction. Organic outreach rarely converts to sales.**
- ✓ **Only measure your marketing campaigns off SALES! PERIOD!**
- ✓ **Decide on 1-2 marketing channels you will use for 2022 and go all in! Stop spreading yourself so thin with your budget trying to do it all! It doesn't work!**

As the year comes to a close, I encourage you to create a strategic marketing plan that makes sense for your budget and track the ROI monthly to see where you are at! When you start to see a return, put more money in to increase your revenue!

What will be your marketing play in 2022?

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