

7 MISTAKES TO AVOID WHEN RUNNING CAMPAIGNS

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FOR SMALL BUSINESS
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**A RAINMAKER GUIDE
TO SALES & MARKETING
FOR SMALL BUSINESS OWNERS**

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Many people rush into executing marketing campaigns thinking it will be easy to run, but very soon they realize that it is not as easy as it looks.

A successful campaign should be run like a finely tuned machine. In order to keep your campaigns running smoothly it is important to avoid making mistakes.

Here are the 7 most common mistakes to avoid:

1. Not having clear objectives

Many business people start a campaign without clear objectives. They fail to set realistic goals for their marketing and consequently set themselves up for failure.

It is important to make a list of goals based on your objectives. Make sure your team are briefed fully on your company objectives. When your team are not properly prepared you will not be able to achieve your campaign objectives.

2. Failing to analyse your target market

This can lead to many problems, and risks losing a significant amount of wasted budget. When you do not analyse your customers wants and needs you won't know how best to communicate your message to them, putting your whole campaign at risk.

It is important for any business to analyse the target market to maximise your sales, and avoid losing money on your campaign.

3. Not testing

By not testing your sales copy and places you advertise with split testing your advertising, you will be losing sales. Split testing is simple to do but many businesses fail to do this.

This results in a lot of wasted time and effort. If you do not test your ad copy and marketing promotions you will not have a proper idea of the ads and promotions that are pulling and what is not working.

Spit testing is easily done by placing 2 (or more) ads for the same product in a magazine, publication or website etc. You can then see which one is performing the best.

4. Not budgeting

Budgeting is extremely important in business. Your business should never run out of money. This is especially true with your marketing and advertising campaigns.

It is important to have a monthly or quarterly budget for your marketing. Within that budget put aside money for each promotion you will be doing.

Start small, test and then build on successes. This will allow you to always stay solvent and have enough cash reserves for future promotions.

5. Giving up too soon

Companies go out of business at an alarming rate these days. One of the reasons is that the owners give up too soon. Just when success might be just around the corner they give up and decide to close the business down.

You need to give your promotions at least 3 months before you decide to scrap them.

Some promotions will take longer than others to bring results. As always, test all marketing tactics before you launch a larger promotion. Patience is one of the hallmarks of business and you need to implement it.

6. Poor sales copy

How often have you wanted a product but when you read the sales page you had serious doubts?

Poor unprofessional ad copy will cost you sales. In fact without good sales copy you will not be able to sell effectively at all.

It is critical to your business to get this right. If necessary get an experienced copywriter to do this. It is worth the investment, as you will see returns when you make sales.

7. Not screening team members carefully

It is very important not to rush into hiring the wrong people to run your marketing campaigns. There is no dearth of people needing employment, but you need to screen them carefully before getting them to run your campaigns.

One rude customer service agent can cost you customers. Do not take this type of risk. You want to preserve the integrity of your company at all times and screening employees is the way to achieve this.

You will then be able to build a core of loyal professional employees that will be an asset to the company.

The golden rule is to diversify. You should always use multiple forms of marketing promotions. Do not just run one or two promotions and then wait for results. This will slow company growth and your business will stagnate. Diversify and enjoy the increase in sales.

By avoiding these mistakes you will take your company to the success you deserve. You will be able to have year round success for your business.

Plan ahead and be careful not to make these common mistakes.

**For more advice about running successful sales
and marketing campaigns for your small business,
log on to The Rainmakers Club.**



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