



# 5 Marketing Mistakes That Might Be Hurting Your Business

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MARKETING

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## Marketing Drives Results

So many businesses are expecting results. They want to drive sales, attract new customers, and get higher volumes of organic traffic to their website. There's only one problem - they're not giving their marketing efforts the attention, or the time that they deserve.

Have you done your market research? When was the last time that you surveyed your clients, or did competitor research? It's not enough to simply have a business strategy if you're looking to grow - you need to have a marketing strategy in place, a solid brand, and be ready to execute it!

At CreativeWorks Marketing, we understand how challenging it can be to create and implement a marketing strategy that "works". Here are 5 of the biggest marketing mistakes we've noticed in working exclusively with small and medium businesses , and what you can do to avoid making them.



## **Mistake 1: Not conducting market research**

Before you can make a stronger connection, you need to know exactly who you're connecting with. This is where you gather everything that you know about your customers, including who they are, how they benefit from your products or services, their buying habits, and their customer experience.

Unfortunately, many businesses skip this crucial part of their marketing process. Whether it's for a lack of time, money, or other resources, they don't sit down and map out exactly who they're trying to market to. By neglecting this essential component of your marketing success, you're limiting the engagement customers will have with your brand, which can ultimately impede your business' overall success.

On top of this, understanding your competitors is another vital aspect of your marketing research, as it will help you better understand where your company stands in the customer's mind. When it comes to coming in first place with your target audience, competitor research is a key insight that can't be missed.

## **Mistake 2: Not developing a marketing strategy**

You don't win a game of chess without using a little strategy! In order to meet your customer's needs, you need to establish a stronger relationship with your targeted audience through developing your unique value proposition (UVP) and the intrinsic value you hold for your potential customers. The subsequent strategy you develop from this information serves as a roadmap for your company's marketing, helping you better understand what mediums (e.g. video, social, etc.) your audience will connect with.

However, if you don't have a marketing strategy built on strong brand equity, and executed with your business' success in mind, you won't have the framework to "checkmate" your competitors. The strategy can't stay on your desk with no intention of execution: you need to walk your talk in order to get the results you're looking for.





## **Mistake 3: Not understanding your brand**

It's crucial to determine exactly what your company is known for, and why it's valuable to your customers. This essentially serves as your promise to your customers, and it's what your customers expect of you when they choose to work with you. This helps potential customers understand your benefits as a business, and why they should choose you above your competitors.

Without having a strong knowledge of your brand, UVP, and what you need to do to attract your target audience, you're not giving your business a fighting chance to out-match the competition.

## **Mistake 4: Development and implementation needs (a lot) of work**

Say that you've created your strategy, that you've done the market research, that you know your brand, inside out and backwards: from here, you need to establish the internal resources to implement your marketing tactics. For this, you need a qualified team of experts at the helm, including graphic designers, content creators, social media coordinators, and coding experts.

An executive assistant or marketing coordinator will not be able to achieve all this on their own. Sadly, all too often, and without all of the previous steps in place, some businesses don't put in the time and effort it takes into finding the right marketing team to help. Aside from not being able to get your brand messaging out there, not having the right team to back you up can seriously harm your business' potential to gain new customers.



## Mistake 5: Not measuring the results

Say that you've performed all the right steps, and you've done all the work - now what? In order to formulate a plan for future growth and success, it's important to measure your quantifiable results. These measurements can include a combination of tangible methods, including impressions, clicks, and traffic.

However, many business owners choose to forego this crucial step when they are satisfied that their marketing campaigns are working. Although it's good to know that you're on the right path, your marketing work never ends: there's always room for improvement!

Although some business owners will say that they can't spare the time, effort, or expense of putting more into their marketing, you actually can't afford not to. With the success and growth of your business at stake, hiring a marketing agency to work with your team directly with a collaborative, results-oriented approach will ensure that you will experience the growth you desire, all while leaving the heavy lifting to them!

If any of these marketing mistakes sound familiar, we're here to help! With 25+ years of marketing expertise, CreativeWorks Marketing employs a 5-Step Marketing Process aimed at producing tangible marketing success through an innovative, collaborative process.

To get the most out of your marketing and form a stronger connection with your targeted audience, contact us today!

# CreativeWorks Marketing: Your Strategic Partner

CreativeWorks Marketing is an award-winning agency that helps businesses understand their unique strengths and achieve their marketing goals. Our proven strategies maximize impact, reach, and effectiveness.

If your marketing efforts aren't delivering the results you expect, contact us via email, text, or call. You'll be glad you did.

## Contact Us

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