

DIGITAL MARKETING MISTAKES

And How to Avoid Them to
Grow Your Business Online



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Digital Marketing Mistakes and How to Avoid Them

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Our Certifications



"The traditional marketing model we all grew up with is obsolete."

— James R. Stengel, CMO, Proctor & Gamble

INTRODUCTION

Your business is doing well. You have great products and services, an aggressive sales team, and responsive customer service.

You know digital is the direction you need to head, but every time you invest your time, talent and resources in online marketing, it doesn't work as advertised. You're fed up.

You're overwhelmed. You wonder, "If the future is in digital, then how does my business fit in? How does my business make it? What am I missing?"

You're not alone.

Fact is... most small business digital marketing sucks. There's no other way to say it. There's so much money thrown away, and so many opportunities missed.

It doesn't have to be this way.

The goal of this guide is to give you a straight up, straightforward list of what you're doing wrong and how to avoid it. We outline six common digital marketing mistakes that businesses like yours make every day. The first five mistakes are tactical and the last one (the big one) is strategic.

The best part? We keep it really simple. You're going to get "it" the first time. We've kept out the fluff, and said NO to industry jargon. We know you don't have time for that!

One final note before you jump in. If you read this guide from cover to cover, it will take less than thirty minutes. You will discover that digital is really not that complicated. And it's not as scary as you might have thought. You're going to feel relieved.

You're going to know that you've made a great first step, and you're going to walk away empowered and informed to make better digital decisions in the future.

Now, let's get started.

#|

FACEBOOK BOOSTING
IS FOR SUCKERS

FACEBOOK BOOSTING IS FOR SUCKERS

If I had a nickel for every time I heard a business owner say that they've tried Facebook and it didn't work for them, I'd be rolling in a mountain of nickels on my own private island off the coast of Belize.

Ninety-nine out of 100 times, you aren't getting the result you want because you're taking the "Boost Post" bait. I know that little blue button is tempting. You can almost hear it whisper, "Click Me." But don't do it. That's a sucker play.

Let me be very clear: you should never boost posts on Facebook.

When you hear digital marketers talk about the power of Facebook, we're not talking about boosting posts. We're actually referring to Facebook's Ad Manager. This tool will allow you to generate leads and boost sales in superhuman ways.

Here are three ways you can maximize your advertising within Facebook Ad Manager:

1. **Custom Audiences** - Upload your own email lists (lead lists, customers, purchased lists) to Custom Audiences and Facebook will match those emails with users on their platform so you can advertise only to those people. This is highly targeted and very effective.
2. **Lookalike Audiences** - Facebook will take your lists and search their network for users who share similar qualities (interests, purchase behavior, likes, activity, etc).
3. **Advanced Targeting** - You can target audiences by location, age, gender, workplace, relationship status, language, education, interests, behaviors, and more.

Resources

Custom Audiences - <https://www.facebook.com/business/a/custom-audiences>

Lookalike Audiences - <https://www.facebook.com/business/help/164749007013531>

Advanced Targeting - <https://www.facebook.com/business/help/207847739273775>

#2

BLOGGING IS NOT GOOD
FOR SEO

BLOGGING IS NOT GOOD FOR SEO

Everyone wants to rank #1 in the Google search results, and SEO (Search Engine Optimization) is the process of giving your website a fighting chance to get there.

Unfortunately, SEO is one of the most difficult digital arts to master because the rules are always changing. On top of that, no one really knows the rules, i.e. algorithm. Google doesn't share it, and they change it more than once a day.

What is, one day, a good SEO practice could, the next day, be banned (and your site might be banned along with it). You don't want that.

My advice is to stop "doing SEO" on your site. This means stop doing anything that you have been doing specifically to increase your search engine results. This includes blogging (if the only reason you are blogging is to get better rankings). Just stop. Right now.

The only reason you should have a blog on your site is to create content that your consumers want to consume. You want content that people linger on, click through to other pages on your site, and share in social media. You don't want something that is written only for search engine robots, and leaves your visitors wanting more.

Google will love you if the visitors they send to your site engage with your content, share it, spend a lot of time on your site, and do what you want them to do once they are there.

For instance, if visitors come in to a landing page that asks them to submit their name and email, and they don't submit their name and email, then Google will demote your page in the search results. However, if your visitors submit the form, then Google will increase your search engine rankings.

Here are three ways to make your site more engaging:

1. **Add Video** - Most users will stop and watch a video before deciding to read the words on a page. If your video is captivating, then it will hold people on your site longer. This increased time on page and increased time on site sends good signals to Google.
2. **WIIFM** - This is the frequency your visitors are tuned into. It means "What's In It for Me?" Answer the WIIFM question in your headlines, subheadlines and in your copy. The moment it's not about "me" is the moment I'm clicking the Back button.
3. **Scannable** - People scan websites. They don't read them. Make your copy easier to scan by using short paragraphs, lists, and plenty of white space.

Resources

How Search Engines Work -

<https://moz.com/beginners-guide-to-seo/how-search-engines-operate>

#3

THE #1 WAY TO THROW AWAY MONEY IN GOOGLE ADWORDS

THE #1 WAY TO THROW AWAY MONEY IN GOOGLE ADWORDS

The #1 way small businesses throw money away in Google Adwords is by using the default keyword setting: broad.

If you don't know whether or not you're using the default setting, you probably are. Your keywords are automatically set to "broad match" when you upload them.

Broad matching allows your pay-per-click ads to be shown to the widest available audience. If a user is searching anything remotely close to your selected keywords, then Google will show them your ad. On the surface, this might seem like a great deal. After all, more people are seeing your ads. However, there are two problems with this novice approach.

First, you're going to pay more over time. As more, less-qualified, people see your ad, your ad's click-through rate (CTR) will decrease. As the CTR decreases, the cost per click will increase because the price is determined, in part, by the percentage of people who click on your ad.

Second, Adwords is NOT the best platform to raise your brand's awareness or educate the consumer. Since you're paying per click, you really only want to show your ads to users who are further along in the buying cycle or ready to buy your product or service now.

As with anything, there are ways to use broad match, but these are best utilized by Google Partners who know what they are doing. Our agency is a Google Partner. This means we've demonstrated AdWords skill and expertise, met AdWords spend requirements, and delivered client revenue growth.

Here are three easy ways to make your Adwords account more effective:

1. **Negative Keywords** - Tell Google not to show your ads when the user types in words that would, in your opinion, disqualify them as a customer by utilizing "negative" keywords.
2. **Pause Underperforming Ads** - Lower click-through rate equals higher cost-per-click prices. If your ads aren't getting at the very least 1% CTR, then you need to pause them. At the agency, our goal is 5-10% CTR.
3. **Always Be Testing** - You should always run two versions of every ad. The champion and the challenger. The challenger is a variation of the champion. Run the test for 30 days, pick a winner, then do it again.

Resources

Google Adwords Starter Guide - <https://support.google.com/adwords/answer/6146252>

#4

THE BIG OPPORTUNITY
MOST SMALL BUSINESS
OWNERS MISS

THE BIG OPPORTUNITY MOST SMALL BUSINESS OWNERS MISS

We've already discussed Facebook, organic SEO, and Google Adwords. These are usually at the top of every digital marketing list of things to do. What's missing? Local SEO.

Did you know that almost half of searches on Google are local searches? Did you know that the local results are entirely different than the organic results, and that in most cases, the local results are going to show up (via a map listing) above the organic results? It's true.

That's why local SEO is the big opportunity most small business owners miss. They just don't think about it. But not you, at least not any longer.

Local SEO isn't as mystifying as organic search which means if you put in the effort and follow the steps below, you're going to rank very well in the Google Map listings.

Here are five ways to get your company showing up in the Google map listings:

1. Claim your Google My Business listing
2. Fill out everything in your listing including photos, videos, categories
3. Format your mailing address on your website with microformats
4. Make sure your name and address match everywhere else on the web
5. Get positive reviews on your Google My Business listing (lots of them)

Resources

Google My Business - <https://www.google.com/business/>

Learn about microformats - <https://schema.org/LocalBusiness>

#5

KPI'S? ANALYTICS?
COME AGAIN?

KPIS? ANALYTICS? COME AGAIN?

The 5th most common tactical mistake people make when it comes to digital is not collecting and not utilizing data.

First things first, make sure you have Google Analytics set up on your website. Even if you don't know what to look for, or how to read the data, having it available could make all the difference if there's a problem. Without data, it's very difficult for a consultant to come in and fix your digital problems.

Once you've got Google Analytics installed and working on your site, then you're in a position to begin tracking KPIs or Key Performance Indicators. On the web, KPIs help determine whether or not your marketing is doing what it is supposed to be doing.

There are KPIs for every objective. Here are the three KPIs you should be monitoring on a regular basis:

1. **Conversion Rate** - There are certain things on your website that you want your visitors to do. It could be filling out a form or clicking to call your business. Are they doing it? How often? Conversion rate is the percentage by which your goals are completed on your site. An average site converts 2% of the time. We shoot for a 10-20% conversion rate with our clients.
2. **Time on Page + Bounce Rate** - Determine which pages visitors spend the least amount of time on, and figure out why. If they are coming in from search and bouncing back, then perhaps the page isn't relevant to their search. Find out which search terms your page is triggering for and make it more relevant for those terms.
3. **New Visitors vs. Returning Visitors** - You're always going to have more new visitors than returning, but you don't want this pie to be too one-sided. If the majority of your site traffic is from new visitors, Google assumes that your site is not relevant and they will send less people your way via search.

Resources

Get Started with Analytics -

https://support.google.com/analytics/answer/1008015?hl=en&ref_topic=3544906

#6

THE SINGLE BIGGEST
MISTAKE YOU COULD EVER
MAKE WHEN IT COMES TO
DIGITAL MARKETING

THE SINGLE BIGGEST MISTAKE YOU COULD EVER MAKE WHEN IT COMES TO DIGITAL MARKETING

It never ceases to amaze me that people are willing to throw money at advertising (digital and traditional) without ever putting in place the systems and processes necessary to maximize their advertising spend.

The single biggest mistake you could ever make is not having a system or process that captures and nurtures leads, follows up with customers, and seeks out referral opportunities.

At any given time, about 3% of your potential, qualified customers are ready to buy now. Thirty percent just aren't interested and won't ever be. The remaining 67% have thought about it, aren't thinking about it but would be interested, and don't think they are interested because they haven't thought about it but they fit the demo and could be convinced to buy in the future.

Most businesses spend all their advertising dollars going after the 3% and they don't set up systems to capture the other 67%. This means you are potentially losing millions of dollars in missed leads and future sales.

Because digital is hyped as fully transparent and accountable, a lot of business owners are quick to write digital off because they aren't seeing an immediate return. They aren't seeing an immediate return because their sites aren't designed to convert the 3% and they aren't set up to capture the 67%.

The solution is to set up lead generation funnels, design landing pages and offers that convert, capture leads on your site, group them according to where they are in the buying process, communicate with them on a regular basis, encourage repeat business, and ask for referrals. Simple, right?

It really is simple. And just like most things that will make you millions of dollars, most people will never take the time to do it. They'd rather keep doing what they're already doing, day in and day out, and never do what they know they need to do to take their business to the next level.

I don't think that's the way you operate. If I'm right, then email me directly at tyler@slamagency.com and let's discuss what it's going to take to get your lead generation, conversion and maximization engines up and running and on autopilot.

Next Steps: Email Me at Tyler@SlamAgency.com

CONCLUSION

In this guide, we've revealed the top six digital marketing mistakes businesses make and how to avoid them to grow your business online.

The first five mistakes were tactical covering Facebook advertising, organic SEO, pay-per-click advertising, local SEO, and data analytics. The final mistake, and most devastating, was strategic. Or lack of strategy, systems and processes to actually generate, capture and convert leads.

This is the information most agencies don't want you to know because it makes them obsolete. When you're in the dark, they are able to charge outrageous fees and they know you will always come running back to them.

That's not the way we operate. We'd rather give you all of the information so you are able to make intelligent decisions to grow your business.

And rather than winning awards for sexy, shocking ad campaigns, we'd rather be helping you win more customers.

SLAM! works with Fortune 500 brands and national non-profits. We accept a limited number of local engagements each year. When selecting local relationships, we look for brands we can impact greatly, and who are trustworthy, profitable, and fun to be around.

The first step to starting an agency relationship is to introduce yourself. Let's chat and get to know one another. The rest will work itself out.

Call: (314) 925-7552

Email: Create@SlamAgency.com

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