

THE MARKETING MYTHS

YOU NEED TO GET OUT OF YOUR HEAD



Marketing is not all about explosions of creativity, and it's not about being the most important thing on social media, or even the talk of the town. Marketing is about finding a strategy that works for your company, sustains the image you want, and brings you leads and revenue. Your strategy needs to make proper use of the tools you have, and that means you need to be just as aware of the creative side as the managerial one.

Marketing can be done very poorly, and it's often because people have the wrong idea about what marketing means. Here are a few myths that people need to get rid of as soon as they can if they want to be successful:

1.

MARKETING AND ADVERTISING ARE THE SAME THING

Anybody in marketing cringes every time they hear someone ask if they're in advertising. Although they share commonalities, they merely complement each other – they are not the same thing. Advertising is paid publicity that shows a persuasive message. It is considered only a small part of the marketing portfolio, which also includes market research, pricing, customer support, community involvement, and strategy. The goal of advertising is to reach customers, but the goal of marketing is to increase sales and profits.

2.

ANY MARKETING IS BETTER THAN NOTHING

You need to be constantly aware of your image, and you need to try and always put your best foot forward. This means that if you have a bad campaign, or a faulty website, or mistakes in your print ads, people are going to notice. Not all plans work out, and marketing is expensive, so if you're not going to do it well, you shouldn't do it at all. It's just as easy to lose followers and buyers through poor marketing as it is to competitors, and the last thing you want is to pour all your dollars into plans that have no strategy or supportive feedback.

3.

THE WORLD IS YOUR AUDIENCE

You don't need to target every single person, and if you try you're going to fail. Your target audience should be one of the first things that you establish in your marketing plan so that you don't overextend your resources and aim your shots at groups that have no interest in your products or services. In a world with giant companies like Amazon, smaller companies are finding that they need to change their strategy; if you're specific with your target audience, you are more likely you are to be successful. When you're trying to decide how to pick your niche, look for the common characteristics in your customer base: age, gender, income level, education, interests, values, etc. You then need to decide what the best way to market to that specific group is. The world is not your audience – your target group is.

4.

SOCIAL MEDIA IS MORE IMPORTANT THAN SEARCH ENGINES

Even though it's great to be trending on social media, these platforms will not take over the role of search engines. Social media is largely based on consumer opinions, so they often won't include the information that one would want when looking into companies. The consumer reviews often play second fiddle to the search results, and only when a consumer is already interested in learning more about a company they've discovered. Search engines still make the biggest impact on lead generation, which is normally one of the biggest goals in a company. When it comes to increasing reach and sales, businesses rely on the exposure they get from search engines, not from social media.

5.

CONTINUOUS COMMUNICATION

Silence can be very powerful, and sometimes people need more than half an hour to digest your last piece. A mistake that companies make is thinking that they need to be posting status updates and tweets every hour. You don't want to overdo it, and your followers won't forget about you if you take a few hours to bring something new to the table. It's better to leave them wanting more than have them wanting to leave.

ONCE YOU'VE ESCAPED THE CHAINS THAT THESE MARKETING MYTHS HAVE ON YOUR PLANS, YOU CAN START MAKING A MORE SUSTAINABLE STRATEGY.