

# THE **5** PITFALLS OF BUSINESS MARKETING



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## Marketing activity or asset?

**Marketing. It's something many businesses do.  
Yet only a few really benefit from its full value.**

Now progressive small businesses are driving their competitive advantage by avoiding the common pitfalls of the modern marketing environment and applying a new inbound marketing approach called Zoober.

In this eGuide, we'll outline how you can avoid the major pitfalls - and how the Zoober methodology can help to take business marketing from an activity to an asset.



**Effective marketing: the  
five common mistakes  
businesses make →**



# DEVELOP A CAMPAIGN, NOT A MARKET

**Marketing is all about market development and long-term strategy, rather than just focusing on one specific marketing campaign.**

Detail is important, but the bigger picture is essential. Successful marketing (i.e. marketing that creates consistent long-term results) involves keeping the focus on building a brand and reputation rather, than for example, honing one tactical email campaign.

Avoid this mistake by: Focusing on understanding and listening to your market. Listen to what's really going on out there, keep up to date with the industry trends and predictions and develop insight to help you and your customers understand where the market is going to go next.



**A methodology like Zooter allows companies to keep a close and consistent eye on their market - and create measurable benefits from their marketing.**



# DON'T HAVE A CONTINUOUS IMPROVEMENT PROCESS

**Too many organisations undertake lots of tactical marketing activity without a process.**

No process means far fewer potential marketing benefits because it means that activity is ad hoc, inconsistent and lacking a strategic goal.

**AVOID THIS MISTAKE BY:** Creating and putting into place a well informed and structured process for continually assessing, monitoring and measuring what you do. Just as the Zoober inbound marketing methodology does for companies, this approach will enable you to continuously improve not only your marketing but your entire business performance and enable you to keep track of what's working - and what's not. The value - and the necessity - of having a process comes from the need to continuously improve and drive efficiency and best practice.





## DON'T SHARE YOUR ORGANISATION'S KNOWLEDGE

**Many businesses want to be recognised as the leaders in their field - without actually creating the profile that will get them recognised and talked about.**

By neglecting to share and publish their organisation's intellectual property, they are keeping their target market from recognising their expertise and knowledge.

**AVOID THIS MISTAKE BY:** Publish your organisation's intellectual property and make sure that you uncover the nuggets of knowledge and expertise that will differentiate you against the competition. The most important and interesting information about your organisation is often in your people's heads. Use this to provide conversations and insight that will develop your audience. The Zooter inbound marketing approach actively utilises this knowledge and expertise, delivering it as high quality content to help build a loyal audience.

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# ADD A SOCIAL MEDIA PROFILE WITHOUT A PLAN

**With social media growing in popularity every day, many businesses have rushed to create a social media profile.**

But their profiles exist only in isolation, with no real connection to their marketing approach. These are social media profiles with no plan - or marketing presence or impact.

**AVOID THIS MISTAKE BY:** Integrating your social media profile into the heart of your marketing approach. Setting up a social media profile for your business is actually only the start - not the end - of the process.

With an inbound market process like Zoobee, a company can actually link its social media profile to its website and its CRM through the marketing automation platforms that are now available.

This is essential to drive transparency to allow you to:

- See who you are talking to and what effect this is having on your bottom line.
- Measure and manage the number of leads your profiles are generating
- See what conversations are turning into revenue.





## DON'T INVEST IN TRANSPARENCY

**Plenty of companies still undertake significant levels of marketing activity, but without having a clear process for seeing and analysing its impact.**

Yet without transparency of the number of visitors, leads and opportunities generated by your marketing activity, there's no way to improve. Without specific information about where leads have come from and why, there is no way to truly understand which marketing activities are working and which aren't. This lack of transparency also leaves a company more vulnerable to market changes because, without the finer detail, it's harder to spot potential threats and changes in buyer behaviour.

**AVOID THIS MISTAKE BY:** Making it your priority to gain full transparency on all your marketing activities and ensure that you know which actions drive the most profitable reactions. The Zooter inbound marketing methodology keeps companies close to exactly what their marketing is doing - in real time - so they can track and respond to new opportunities as they emerge.



# HOW TO MAKE MARKETING AN ASSET, NOT JUST AN ACTIVITY

It's possible to achieve better results by avoiding the common pitfalls that companies commit, putting into place an inbound marketing approach like Zoobor and remembering these pointers:



## DON'T LET YOUR MARKETING GET IN THE WAY OF YOUR MARKET

To gain real, long lasting results from your marketing activities, you need to **focus on your market, not just on implementing an impressive marketing campaign**. Put your market first - what it's doing, what's changing, what's new - and you'll keep your company first in your industry. See this is as the essential underlying strategy that underpins everything you do in your marketing.

## MARKETING ACTIVITY WITHOUT A CONTINUOUS IMPROVEMENT PROCESS IS JUST...MARKETING ACTIVITY

Without a clear, focused strategy, you'll never really see what you're achieving and how to keep on improving. Set a well defined strategy that enables you to assess and understand what you're doing and how well it's working. **Having a continuous improvement process in place allows you to gain vital commercial insight and keep on improving and growing.**



## KNOWLEDGE IS POWER

Knowledge really is power. But in this context this is about applying your company's knowledge as significant leverage in your marketing strategy. So don't forget to use it. **Think about the expertise, the stories, and the know-how within your team and distribute and share it to take your marketing presence from just another market player to an undeniable market presence.**



**Marketing shouldn't just be about activity. It should be about creating a long-term asset to a business that actually delivers results. Marketing can be your strategy for building a profitable and credible profile and also for improving performance and revenue.**



**GOING SOCIAL WITHOUT STRATEGY IS NOT A STRATEGY**

Setting up your social media profile is just the beginning - not a marketing end in itself. Before you set up your social media profile, develop a strategy for it, define what messages you want it to send out and clarify how it links with the rest of your marketing activity.



**SEEING REALLY IS BELIEVING**

If you can't see exactly what your marketing is doing, how will you know what's working and what's not? How will you know how to improve what you do to keep on improving your results? Put transparency right at the core of your marketing activities. That means putting in place a clear, structured process for monitoring and analysing the results you get.



## **WANT TO KNOW MORE ABOUT ACCELERATING YOUR MARKETING?**

**Join the LinkedIn Zober community now for the latest tips and techniques on inbound marketing for businesses.**