8 COMMON DIGITAL MARKETING MISTAKES - IN 8 MINUTES
1. IGNORING TOP OF THE FUNNEL

Mistake #1
Putting budget only into the highest ROI driving areas

Impact - You miss out on lots of *volume, new customers* and creating a *well known, trusted brand*

What we can do instead
- Review your marketing funnel & objectives of each activity
- Set aside a small % of budget for brand activity
- Accept not everything has or can have a direct ROI
2. PUTTING ALL YOUR EGGS IN ONE BASKET

Mistake #2
Relying on one digital marketing channel

Impact - We don’t control any platform so if something big changes you’re f*cked

What we can do instead
● Diversify our marketing efforts
● Test new channels with low budgets
● Think about what the consequence would be if you couldn’t use the channel anymore
3. COPYING COMPETITORS

Mistake #3
Copying what competitors do on websites, ads or content

Impact - You have no idea if it works for them or will for you...AKA wasted time

What we can do instead
- Put energy into own website & strategy
- Review your own data
- Speak to potential customers
Mistake #4
Lack of consistency in marketing efforts; posts, spend, ads etc

Impact - Hard to see clear trends and what’s really working

What we can do instead
- Always on activity as a minimum & build on it in key periods
- Map out marketing activity for the year
- Plan budgets in advance
5. BEING IMPATIENT

Mistake #5
“It’s not working - turn it off”

Impact - Don’t give things enough chance & rule out things that could work well in the future

What we can do instead
- Question why it might not be working
- Give things enough time & data
- A/B test everything
6. ACTING PURELY ON INSTINCT

Mistake #6
“That won’t work”

Impact - Going off personal instinct and not data can see you miss out on lots of opportunities

What we can do instead
● Ask others
● Let data speak for itself
● Go against your personal opinions sometimes
7. NOT LEVERAGING VIDEO

Mistake #7
Not using video content - or minimal videos

Impact - Our attention span is low, so not using short form video means you’re missing out

What we can do instead
● UGC content is key
● Use vertical video content
● Review what content you repurpose
8. SETTING & FORGETTING

Mistake #8
Leaving ads to run wild

Impact - Wasted spend, miss the opportunity to scale

What we can do instead
- Optimise everything
- Schedule time to review
- A/B test
Thanks for listening