

Thanksgiving is a time for good food, good company, and giving thanks. But when it comes to marketing your business, some mistakes can really ruffle your feathers!

Five marketing mistakes that can leave your business with nothing but leftovers.

1. **Playing Hide and Seek with Your Customers**
   You can't expect customers to find you if you're nowhere to be seen! Posting on social media once every few months or sending an occasional email isn't enough to keep your business top of mind. Remember…out of sight is out of mind.

2. **Talking Turkey Instead of Talking Benefits**
   Too many businesses focus on how wonderful they are rather than explaining what they can do for their customers. Your customers want to know how you can solve their problems, save them time, or make their lives better. Communicate benefits!

3. **Putting All Your Eggs in One Basket**
   Relying entirely on referrals, social media, or any single marketing channel can leave your business vulnerable. Diversify your marketing efforts. Combine digital marketing, email, networking, referrals, and traditional advertising to reach your audience frequently and in different ways.

4. **Gobbling Up Leads and Forgetting to Follow Up**
   You've made a connection. Yay! Then what? Without follow-up, opportunities can disappear faster than the pumpkin pie! Stay in touch, keep in front of them. Let people see you for the expert you are and make it easy for people to find you.

5. **Serving the Same Old Leftovers**
   Marketing isn't something you create once and forget about. Review your marketing regularly. Refresh your message, update your materials, and make sure your brand still reflects who you are and what your customers need.

Don't Let Your Marketing Get Stuffed!

Successful marketing doesn't require a huge budget or complicated strategy. It requires planning, consistency, and a genuine understanding of your customers.

This Thanksgiving, take a little time to evaluate what's working, what's not, and where you might be missing opportunities. Call Sea Star and let us help figure out a plan of action. We'll bring the dessert!

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