

# 3 Marketing Mistakes to Avoid as We Move Toward Recovery

News stations are finally embracing the word that COVID numbers are going down and vaccine administrations are going up. That's allowing people to see the light at the end of the pandemic tunnel. If you have weathered the storm so far, you know your business is not completely in the clear. There are always unexpected challenges like freak snowstorms and mass electrical outages that are keeping us all on our business *toes*, regardless of where you sell or operate from. Nothing will tell you faster how interconnected we are than understanding how the weather in one part of the country can stymie business operations in another.

But as we begin to see COVID numbers drop and (eventually) restrictions loosen, there are several common marketing mistakes you'll want to avoid.



## Just Getting the Work Done by Putting Out Fires

"The world hates a vacuum." Have you ever heard that phrase? Said another way...wherever there is emptiness, it will become full. The same is true of your business day and marketing. You can be busy putting out fires, doing the busywork, or you can grab command of your day and insist on purpose.

If you come up with and commit to accomplishing 2-3 things for your marketing each day, you'll get more done each week and start to really see a difference in your business. Many people will argue that they come up with goals but are then derailed by more important things that need their attention.

If you find this to be true, you're either not prioritizing well or you're letting the demands of others derail your business goals. Always ask yourself with each activity you take on during the day, "Is this moving me closer to where I want to be in my business or is it setting me adrift from my goals?" Once you begin framing everything that way, you will find it easier to stay on task.

That is not to say, your marketing goals never need to be adjusted. If there's one thing COVID has taught us, it's agility. We need to be able to bend and redirect. But always do so with the business in mind. If you're going to rebalance your goals, do so with the destination in mind, not as a reaction to a "squeaky wheel."

### Being All Things to All People

"Everyone" is not an ideal customer. Even if you think "everyone" loves your product and service. Case in point, let's say you're in the business of making really wonderful coffee, and you charge \$6 a cup for it. First, everyone doesn't love coffee. Secondly, not everyone sees the value in a \$6 cup when there are options at lower price points. Yes, some people understand that you roast your own beans and that makes a difference in the flavor and some people will love you have six different types of organic creamers. *Those* people are your ideal customer, not people who buy \$.59 cups of coffee at the gas station.

But if you think all coffee drinkers are the same, you could spend a lot of money trying to reach the economic buyers who will never spend anything with you. Instead, focus on reaching people who will appreciate your home-roasted beans and fancy creamers. They're more likely to convert when you get your message in front of them.

### Ignoring Analytics

We get it. Numbers are scary. But you'll never know how you're doing if you don't look. Check out your Google Analytics but don't get fixated on today's (or even yesterday's) data. This resource is most effective when you use it to track changes and notice what moves the meter over time.

You can use data to tell you what content topics resonate with your audience, what referral sources are your most lucrative, and whether you're spending your ad money wisely. Let's face it, no one has money they just want to throw away, especially now.

So, take a look at those numbers and the trends. They'll become a good road map for you going forward.

*[Christina R. Metcalf](#) (formerly Green) is a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots. She helps chamber and small business professionals find the right words when they don't have the time or interest to do so. Christina hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).*