

Top 10 Mistakes Brands Make in Internet Marketing



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Ignoring the Zero Moment of Truth

Traditional marketers think of the path to purchase as consisting of a stimulus – an ad – followed by two “moments of truth.” The second moment of truth is the moment when the customer opens the package and experiences your brand. The first moment of truth, which marketers sometimes forget about, is the moment when the customer decides to pick your brand from the shelf. The zero moment of truth, which many companies don’t even think about, is when your customer researches your product online and decides to buy it. Depending on your industry, as many as 96% of your customers will go online to decide what to buy before they even see your product in a store. The zero moment of truth can no longer be ignored.

Oversimplifying the path to purchase

Some consumers know about your brand and will search for your company or your product by name. They just need to know where to find your product. Many more consumers, however, don’t know about your product. They’re searching for a solution to a problem or a particular kind of experience, and you have to let them know that your product will solve that problem or create that experience. They’re looking for “low calorie treat” or “gluten free snack,” not “frozen fruit bar.” Making sure that your website and your social media show up for these searches lets you get the attention of consumers at different points along the path to purchase.

Failing to update the brand website

Successful brands know they must have a website, but many companies build a website and then leave it alone. A few years later, technology has changed, the fashions in websites have changed, the brand may even have changed, and the website falls behind. An outdated website, according to recent research, makes a brand look less trustworthy to consumers. Have your website built with a good content management system like WordPress so you can update information easily, and budget funds to have your web design professionally updated every few years.

Waiting to start your blog

Brands with blogs have 55% more traffic, on average, than those that don’t. Blogs can bring more traffic, help you rank for different keywords, and give you new ways to engage customers. A good blog also adds additional quality content to your website, increasing the value of your site for search engines. The value of a good blog increases steadily over time. Blogging often gets put off, though – there are so many decisions to be made and it’s hard to find time. If you don’t have a blogger on staff, it makes sense to hire someone to take care of this for you.

Focusing on the wrong metrics

Online marketing is more measurable than traditional ads, but you still have to think about what to measure. Likes on Facebook or followers on Twitter, traffic at your website, and rankings with the search engines can all be good choices – but it depends on your brand and your goals. Determining your business goals for online marketing and then figuring out the best way to measure progress toward those goals will give you better results than getting obsessed with vanity metrics.

Skipping social media

Social media is the new word of mouth. Consumers learn about new products at Pinterest, share them on Facebook, ask about them at Twitter, and check on your company on LinkedIn. You have to be there. If you’re not active in social media, you’re letting other people control the conversation about your products and your brand.

Confusing social media marketing with advertising

While social media is part of the buying decision, consumers resent being sold to when they’re relaxing with social media. Many consumers think of a promotion-heavy Twitter stream as spam, and will unfollow or unfriend a social media account that is too sales-oriented. Research shows that supplying useful and entertaining information on a regular basis brings you fans – and your fans want to know about your product.

Relying entirely on Facebook

Facebook can be great for consumer products, but it belongs to Facebook, not to you. A change in the rules or format can completely scuttle your strategy. Your website is the place where you can control your message. Facebook and other social media platforms are the places where you can show other sides of your company and your brand – but their primary job should be to send people back to your website.

Forgetting the rest of the web

Your website and your social media platforms are just part of the story. Review sites, bloggers who write about your product or your brand, directories, and e-commerce websites where your product is sold are also important. The average consumer, according to Google, will now use as many as 10 different sources of information before choosing to buy. Monitoring the conversation about your product is essential, and being visible everywhere your customers look is a worthwhile goal. You already know that your customers need to hear your message seven or more times before they’ll take action; being where they’re listening is half the battle.

Trying to do everything yourself

Online marketing can be time consuming. In order to do it well, you’ll need to develop a strategy, track and analyze your results, respond to those results, and create fresh content on a regular basis. If that’s not the best use of your time, hire someone to take care of it for you.



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