

7 Common Marketing Mistakes

That Are Costing You Money, and What To Do to Fix Them

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Do You Ever Feel Like This?

If you're like a lot of martial arts and fitness professionals we talk to, they find themselves frantically trying to make sense of this "New Normal" only to find themselves running in the proverbial hamster wheel.

They're expending a lot of energy, but don't seem to be getting anywhere very fast.

Where Did the Money Go?

You look at the money you've spent on marketing, and wonder where it all went?

Where are the results you hoped for?

The results you're getting for the amount of money your spending feels like you are simply throwing money down a sinkhole.



The Duke Said It Best...

The actor, John Wayne, summed it up pretty well when he said,

"Life is hard. It's harder if you're stupid."

We can probably all agree we've made some stupid decisions in our lifetime. The REAL problem is two-fold. The first is not having a plan before we act. The second is not learning from our mistakes and repeating them in the future.

Mistakes, rightly used, can make us better.

7 Common Marketing Mistakes

When it comes to marketing, we see financial professionals make a number of mistakes. 7 of these mistakes are perhaps the most repeated errors in marketing that limit a program's effectiveness.

Remember, the goal of marketing is LEAD GENERATION. It is to get your message in front of the people who are ready, willing, and able to act upon your unique value proposition and engage with you.



1

Marketing to the Wrong People

The vast majority of marketing is being directed at too broad a market. Industry studies tell us that only 5%, at best, of consumers who receive a marketing message are ready, willing, and able to engage with you at any given time.

Not understanding who your target market is, and uniquely focusing on getting your message to only this segment of the general populace impede your results.

It is not how many people you can market to, it's how many of the right people can you market to.

2

Marketing the Wrong Message

Far too many marketing messages fail to resonate, as they don't speak directly to the emotional needs and concerns of the customer. It's not about your solution, it's about speaking to their fears and concerns.

If you're too quick to ask for the sale and fail to make an emotional connection that resonates with your ideal client, you're turned them off.

Your message also has to speak the client's language, in a conversational tone, that makes an emotional connection. Storytelling is a powerful tool to make this happen, as we are all hard-wired for stories.

If you don't know what keeps your ideal client awake at night, and speak directly to those concerns, you're sending the wrong message. If they aren't convinced you can uniquely solve their problem or give them the peace of mind they seek, you're sending the wrong message.

3

Shotgun Advertising

Shooting a shotgun in the air and hoping you hit something as it flies by doesn't always work. Marketing is the same way. With so many media options available, many financial professionals are tempted to try to use them all in hopes of getting a lead.

Following traditional wisdom can be wrong. Just because everyone else is doing it doesn't mean you should be doing it the same way.

Just because Instagram or TikTok is the fad right now, and everyone wants to go there, if your ideal client isn't spending time on these social media platforms, you're wasting your time marketing through these channels.

The key to effective marketing is to intimately know your target market, and where they spend their time. That's where you need to be spending your marketing dollars.

4

No System or Process

Are you spending marketing dollars without a cohesive plan? A process that generates leads, converts leads into sales, retains and upsells customers, and encourages referrals?

If the answer is no, you're not alone.

Billions of marketing dollars are wasted each year because it doesn't follow a process to move a prospect down a structured sales funnel that leads to a sale, another sale, and turns that customer into an enthusiastic cheerleader telling others what you've done for them.

It's not enough to "just" create a website, or a landing page, or engage in Facebook advertising or a DRIP email or mail campaign.

These are elements of a marketing plan, but one of these elements by itself is not a plan.

And remember, without a plan, you plan to fail.

5

Competing on Price

Anyone can be the cheapest, for a while. At some point, your competition will undercut your price, and then you are no longer the cheapest.

When all you have to compete on is the price of your product or service, it's a race to the bottom.

Shift the focus of your marketing to making your product or service more attractive. The Law of Attraction is an element of persuasion you can use to make your offering more "attractive" to your ideal client. It becomes something they want and desire.

What they want and desire, they are willing to pay more for. If you first make YOURSELF attractive, they now WANT to work with you. And if they want to work with you, they will be more attracted to your recommendation to uniquely solve their problem.

6

Selling Features vs. Benefits

A feature is a distinctive difference between two competing products or services. These are often subjective, so the mind can easily dismiss subtle differences between two or more solutions.

A consumer can always reply "*So What?*" to a comparison of features. Sales professionals are trained to know the features of their particular product or service and how it compares to the competition.

Consumers don't really care. Features don't resonate with consumers. Yet this is the way most sales professionals pitch what they do.

On the other hand, a benefit explains how a feature truly improves the customer's situation. A benefit reveals how a feature will make life better, solve a problem, fill a need or void, or add value in some way.

A benefit answers the customer's question, "*What's in it for me?*"

Never present a feature of a product or service without explaining how this feature specifically benefits the customer.

Until they can see how a feature personally benefits them in some way, they don't see it as valuable or attractive.

7

Not Staying Top of Mind

95% of the people who will see your marketing message, even if they are in your ideal client demographic, are not ready, willing and able to do business with you right now.

But it doesn't mean they might not be interested in doing business with you tomorrow, or next week, next month, or next year.

Staying "top of mind" allows you to stay engaged with those who bought from you, as well as those who have not yet bought from you. It gives you the chance to remind them what you do, tell stories of how you've helped other people just like them solve their money problems.

You spent money to generate a lead, but not all leads buy from you today. Think of these leads as seeds you've sown in a garden. If you don't continually cultivate those leads, they will never bring forth a harvest.

Think of your customers as a fruit tree. Staying connected to them through scheduled emails, social media posts, direct mail, and phone calls is like a farmer pruning and fertilizing an apple tree so it continues to grow more apples year after year.

This is another great opportunity to use storytelling to stay engaged.

Regular engagement helps you keep telling your story, stay engaged with your customers (and those who are not yet customers), and reminding them of all the things you can do for them to make their life better.

Remember, The Duke Said It Best...

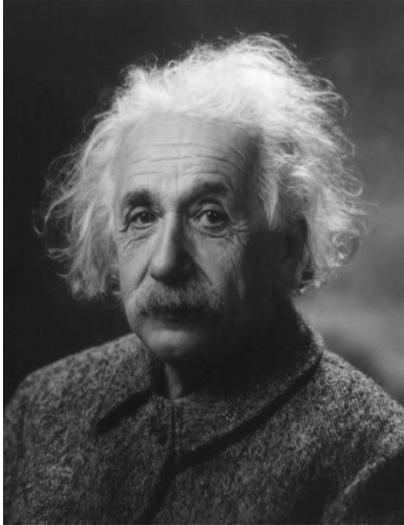
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Albert Einstein said...

“Insanity is doing the same thing over and over again, expecting a different outcome.”

If you’re doing the same things you’ve always done, you will get the same results you’ve always gotten.

Making sure you’re not engaging in these common marketing mistakes can help you improve the results of your marketing efforts, get you in front of the right prospects with the right message, and have a process to close more business.

Marketing MUST Do One Thing...

Marketing MUST generate results.

If what you are doing is not getting you in front of the right prospect, with the right message, and generating leads to go into your sales funnel, you’re not marketing.



We Help You Get Better Results

The International Martial Arts Council of America (IMACUSA) is a results-focused martial arts association supporting the independent martial arts and fitness communities.

But what good is having a great program if you can’t attract the students who want and need what you have to offer?

We teach school owners, staff, and instructors how to effectively create and utilize websites, lead capture pages, sales funnels, webinars and seminars, social media marketing, email automation, DRIP mail automation, and more to generate leads, turn leads into sales, and turn customers into walking, talking billboards that help you tell your story to others. We can also introduce you to other successful school owners who are willing to share their experience & expertise.

There are multiple ways to monetize your expertise, including some out-of-the-box strategies you likely haven't considered. But if you're SO busy working in the business that you're not working ON the business, you're missing (or overlooking) those opportunities.

So we offer ongoing Business Development, Leadership, Personal Growth, and Sales & Marketing training, resources, and tools to help you make a more significant impact, and more revenue.

Our mission is to help you achieve more success.



Let's Have a Strategy Call

You need a marketing plan that is unique to you and your practice. Where you start depends on several factors. Having a strategy call with an IMACUSA Sales & Marketing Consultant is the first step to improving your results.

Whether you're just getting started in the martial arts or fitness industry, or you are a seasoned school owner or instructor, you only get better at what you do when you are learning.

Let's have a strategy call to talk about what you're doing, whether or not it is working, and how we can help you achieve a better outcome. Whether it is adding a digital marketing component, learning how to use video technology, creating a Video channel to showcase your online content, or simply becoming a better communicator, we're here to help.

Give us a call to schedule a Strategy Session Today:



John Terry

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