

3 MARKETING MISTAKES

MISTAKES

YOU NEED TO FIX *NOW*



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3 Marketing Mistakes You Need To Fix Now



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3 Marketing Mistakes You Need To Fix Now

Published in Arkansas (The real home of Bigfoot). Any person breaking the rules will be forced to camp alone overnight in the Ozarks and hope a Sasquatch doesn't see you.

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Have you ever gone to work without your shoes? Years ago, I was getting ready for a very important meeting with a software company. One of those meetings that can change your business overnight.

As part of the preparation I would go over the presentation over and over in the mirror as I got ready.

It wasn't until I stepped in a wet puddle on my way to my car that I realized I was heading out of the house without shoes or socks!

When something is important, we start to focus on it so much we actually become blind to the exact thing we're spending so much time thinking of!

Don't wait till you step in a puddle

The same goes for your website. No matter if you're updating it or building from scratch, sometimes you forget the most important parts in the big rush to go live.

But, why are they overlooked so often? One reason could be due to project fatigue. Without a marketing blueprint, website projects can drag on for months.

What was once an exciting and artistic project has turned into an exhausting checklist everyone just wants to get off their plate.

On the other hand, sometimes software companies hear so much marketing noise that they have trouble separating the good from the bad.

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No matter what the reason, after finishing this report you should be able to run over to your website and make sure to fix them.

We've all been in a rush before. A new website project is like that important meeting. You can be so focused on getting out of the door and on your way, you forget your shoes.

The following sections outline the three big things missing from your website. Even more than that, you'll understand why they they should be checked and double-checked.

A website that follows a proven blueprint means generating more leads for your software. That's the whole reason for having a website anyways, right?

#1 - Without Unique Positioning You're Just One Of The Crowd

Think back to high school, did you want to stand out and get teased? Everyone wants to blend in. They beg their parents for the popular shoes no matter what those Nike's cost.

Why do they do this? People naturally want to blend in. they want to seem normal. One of the crowd. Later on in life you start to develop your own style, or finally realize you don't really care what others think.

Although this may seem life or death in high school, it can actually be the death of your software sales if the same "blending in" mindset is applied to your website positioning.

This time, the popularity contest isn't decided over a date with the prom queen. At your stage in life it's decided with the clients wallet. In order to stand out and get noticed by your prospects, you need unique positioning in your website.

Why would someone buy your software if they can choose from a dozen others that make the same claims you do? And, "been around" the longest doesn't hold water.

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What you need to do is formulate a unique positioning strategy. This will answer those foundation questions every prospect has in their mind the minute they visit your website.

Convince them you can help with real-world examples and testimonials. In order to talk the talk, you need to use phrases and details your best prospects are using.

Yes, this means writing your website content for your prospects and not your own ego or to brag to competitors. It's hard to do for most software companies. It takes work, it takes creativity too.

In fact, for companies that reseller software they often just copy other's content word for word and call it a day. If there's one time to stand out from the crowd, now's the time.

#2 - The Right Blog Pulls You Out Of The Mud

Have you ever had your car get stuck in the mud? There's a horrible feeling listening to your tires spin and engine rev. All that effort without any movement is a giant, frustrating waste.

With marketing, you need content momentum to avoid getting stuck. Over the last couple decades, a website was thought of as a giant checkbox. Do you have one? Great, your work is done and you don't have to think about it for another ten years.

Well, things have changed. If you're the type of company that likes to continually improve your marketing, a blog is key.

In reality, a blog is a collection of articles that is added to your website on a regular basis. This serves two very important purposes.

First, it shows your clients and prospects that your site is the go-to source for industry news and insight. It's a way to share your expertise in a huge way.

Plus, it allows you to share content from your newsletter. You've got one of those, right?

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Here's the second major factor a blog plays in your marketing blueprint, it helps your website get seen by new eyeballs.

Depending on how your articles are written, it can skyrocket the number of new visitors that get to your website through Google.

The best part about search engine optimization is that since it's natural, you're not paying for advertisements. It's truly a win/win and why it's on this list of three big things to fix right now.

#3 - A Contact Form That's Out Of This World

In almost every space movie there's a menacing force that scared the pants off the main character. Things go in, but they never come out. It's called a black hole.

If your website has a contact form that isn't integrated into a Customer Relationship Management (CRM) system, you should hear "danger, Will Robinson!".

When leads simply get sent to a single email address, who knows what happens to them? It's next to impossible to measure how many are coming in and who's following up with them.

Plus, without tracking how these valuable contacts even make it to your contact form, there's no way to track what's working with your marketing efforts.

In simple terms, having a contact form on your website and stopping there is leaving your sales opportunities in the dark.

It's a big feature on your website that needs to be fixed asap.

Don't let the costs of a CRM solution stop you, there are cloud based solutions like HubSpot you can use for free. Yes, free even up to 1 million contacts.

It's not that hard to setup, so don't let it hold you back from setting up your website for success.

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Is This The End...Or Just The Beginning?

What you've read is powerful, and can make a huge difference depending on where your current marketing is at.

For some, it's the beginning and a great starting point to kick-off all sorts of lead generating ideas. Others may already be on their way and simply gotten lost along the road. No matter where you are at, it's important to have a blueprint.

In the end, marketing is like any other skill, it takes lots of practice and experience to get it right. Keep at it, and if you need a hand I'm here to help.

Thanks,

Clint Hofer

P.S. Don't get sidetracked by all the fancy tools out there, get the basics of your marketing blueprint checked off your list and then you can play those tools!

If you find anything that bugs you in this report, please contact me and if I can, I'll fix it. I'm just an email away: chofer@slingfly.com



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