



Top Ten Reasons Marketing Efforts Fail

1. **Target market – the real buyers – not clearly identified.** Remember the 80/20 rule.
2. **Buyer's needs not well-understood.** What do they want, when, where, how often and what price are they willing to pay?
3. **Reason to buy is not plainly stated.** Need, price, quality, added value.
4. **Competitive differentiation not articulated.** Why should someone buy your product or service versus another?
5. **Lack of frequency and consistency.** Remember the rule of three's stipulates that it takes a minimum of three times for a message to be remembered.
6. **Tactic fatigue.** Marketing tactics overly rely on one medium such as direct mail, email, and print advertising.
7. **Product or service does not deliver on its promise.** No amount of promotion will counter a poor experience.
8. **Lack of sales support.** Give the sales team what they need to make the sale....testimonials, numbers, facts, leads, brand awareness
9. **Confusing marketing with sales.** Marketing helps to generate sales.
10. **Flexibility.** Marketing plans evolve and change as markets and the business environment changes.

For more information

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