

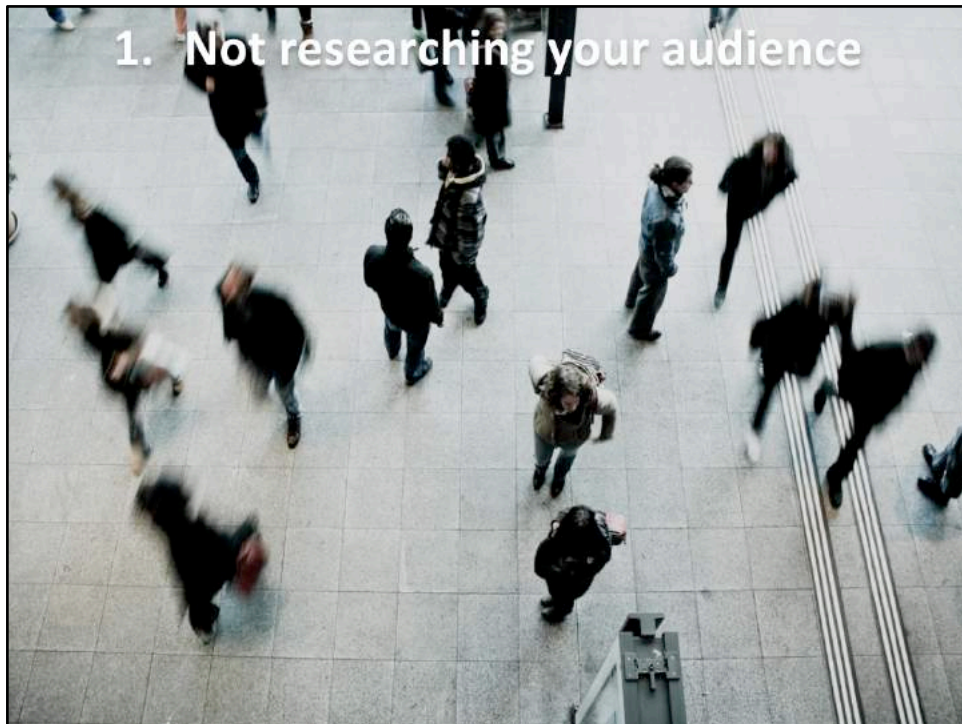
5 common advertising & marketing mistakes

#fail



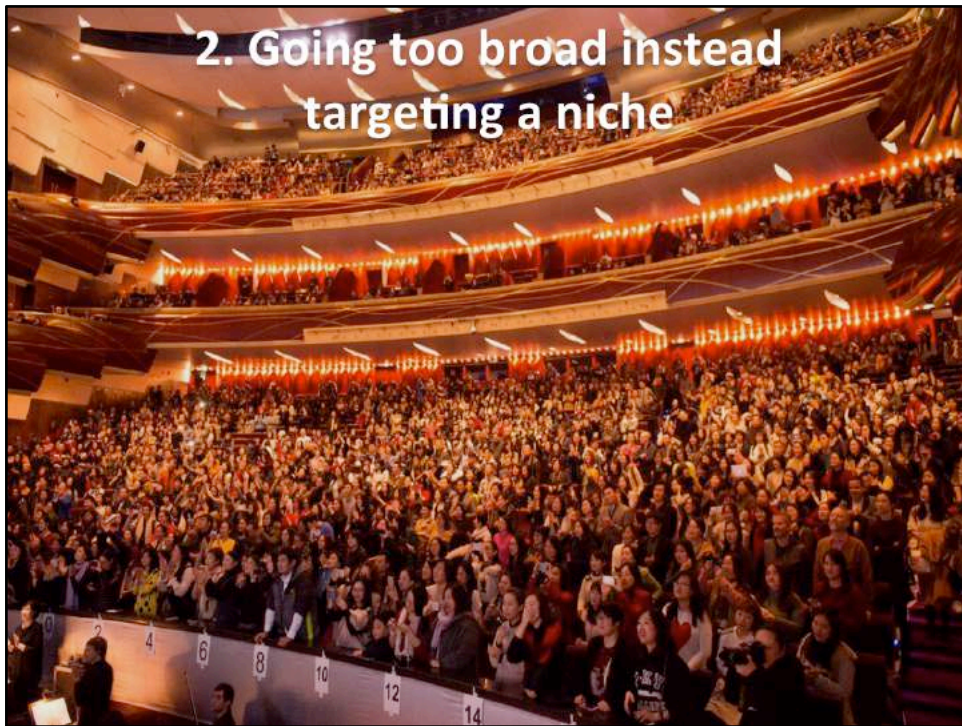
Lots of balls in the air





Things to consider to help you with your audience research:

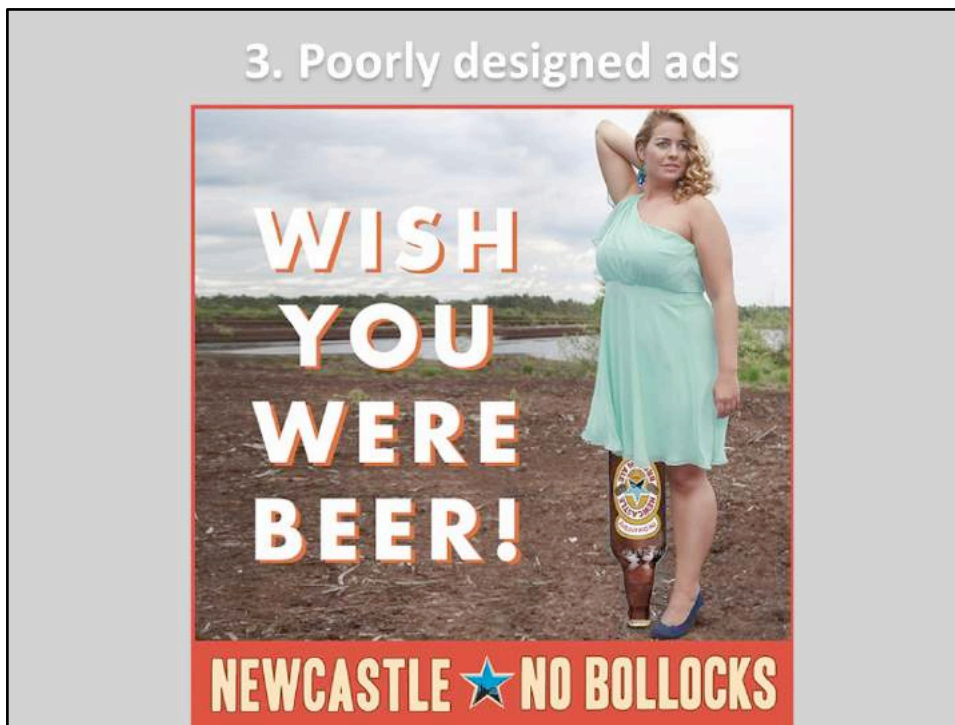
- What would people Google?
- What pages would they 'like' on Facebook?
- What are their common frustrations or problems?
- What do they want as a result of getting the finance / loan / advice?
- What areas do you want to attract enquiry from?
- What income are they likely to earn?



While it might be easier to reach a larger audience, larger doesn't necessarily mean 'better' or 'more effective' in terms of likelihood to interact with you.

Try targeting smaller audiences whom your message will resonate more with rather than larger audiences that could click your ad – but cost you money if they don't take action.

3. Poorly designed ads




Once you've figured out who your audience is, you want your ad to now do it's best job in appealing to this target market so they can take action.


There are a number of different things that can go into a well designed FB ad, including:

- A strong headline that commands attention
 - An image that interrupts or engages
 - A message that resonates
 - A call to action
-
- On occasions, you will find there might be a need to 'tweak' the ad design – and possibly change images, headlines or the 'sales copy' between ads to optimise effectiveness


Ineffective ad image

 EE · Suggested Post Like Page

Enjoy unlimited minutes, texts and a full 10GB of data when you choose the HTC One Mini. Just £37.99 on double speed 4GEE Extra.



Experience the HTC One Mini on 4GEE Extra now
shop.ee.co.uk
Get the HTC One Mini on 4GEE Extra with 10GB data on a £37.99 plan.

Share ·  · Sponsored

Ineffective ad copy

Suggested Post

 O2 Sponsored ·  Like Page

Order a free sim from O2 today and get £10 to spend at @prezzybox.com when you top up.





The advertisement features a blue background with a grid pattern. On the left, the text 'Pay & GoGoGo' is written in white, with 'Now with double data from day one' below it. A red circular badge on the right says '500MB of extra data from day one'. Three SIM cards are shown in the foreground, standing upright on a reflective surface.


Free SIM
O2.CO.UK

Poor copy and image

Suggested Post

 **Udemy** Sponsored ·  [Like Page](#)

Save 50% on any* Udemy course today! Use the discount code: "TARGET50".
Discover an online course on Udemy and start learning a new skill today.
(*some restrictions apply)

 **Start Learning Today**
Save 50% on any Udemy Course! 30-Day Money Back Guarantee & Unlimited, Lifetime Access.

UDEMY.COM


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Ineffective or no call to action

NOT ON THE HIGH STREET
Notonthehighstreet.com

Notonthehighstreet.com · Suggested Post Like Page

Want to celebrate a special moment with your mum this Mother's Day?
Turn your photo into a Giant Polaroid Canvas Print



Notonthehighstreet.com
Notonthehighstreet.com

Share · Sponsored



The great thing about digital is it provide quick insights into what ads and campaigns are working well – and which ones aren't.

On occasions though, it can be easy to pull a campaign or an ad without having enough data to test its effectiveness.

Also, Facebook will 'learn' about you and your business by providing it the opportunity to understand more about your marketing and messaging – and if you remove or tweak your campaigns too quickly, it may not provide you the depth of insight you want (or need) to know which campaign is working best for you.



Sometimes, an ad might seem like a 'fail' if it didn't produce immediate results – and while that is typically the goal, it's important to remember that the ad can have secondary benefits, such as:

- Being used in a future 'retargeting' campaign
- Nurturing prospect relationships over a period of time to generate more enquiry
- Looking at the 'long-term' ROI of a campaign, not just the immediate ROI
- Getting new 'likes' on your FB page
- Building your database – and possibly, generating introductions from these people into their networks even if they never become a customer

More advertising problems

1. Me too advertising
2. Not changing your approach (if it doesn't work)
3. An ineffective headline
4. Being vague, not specific
5. Not establishing credibility
6. Using clever puns instead of impactful words
7. Focusing on products, not benefits for the client
8. Unclear what you want people to do
9. Using technical jargon
10. Don't address obstacles or objections

Increase the conversion rate

conversion rate

A hand in a dark suit jacket is drawing a glowing white arrow that starts as a horizontal line and then curves upwards and to the right. The arrow has a bright blue tip. The background is a dark, textured surface.