

5 Reasons Your Marketing is Failing & How to Fix It



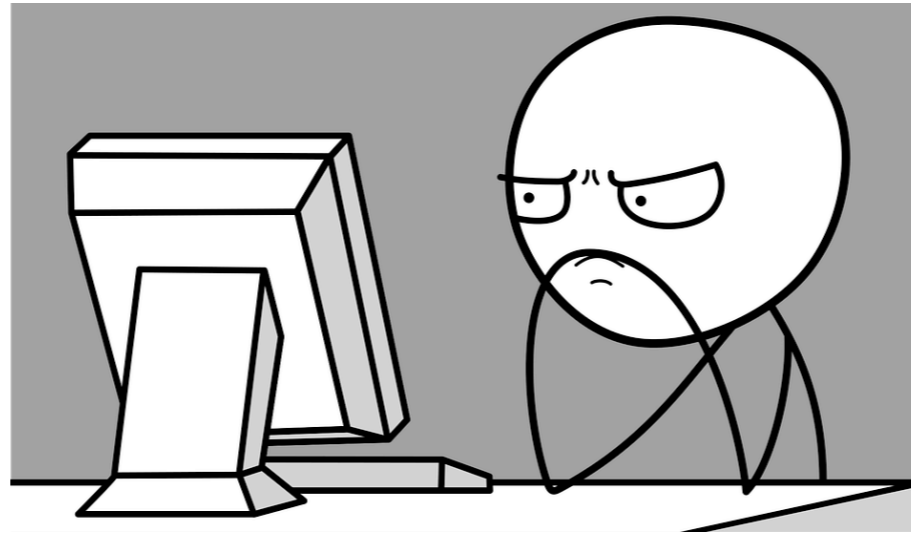
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Hi! I'm Giselle Aguiar the AZ Social Media Wiz. I've been doing Internet marketing since 1995, but my background covers retailing, hospitality, travel, tourism, sales, publishing, as well as traditional marketing and advertising. Today's digital marketing is complex. There are a lot of parts to it. Just like a machine, some parts can break or not work right. You have to determine what's wrong before you can fix it.

It's Not Working!



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What if your efforts don't work? You're trying, you think you're doing everything right, but your analytics are telling you that something's not working. Worse, you're not getting sales.

Identify the Problem

1. If you're getting reach, but they're not clicking through, then it's the wrong message or the wrong audience.
2. If you're getting clicks to your website, but people aren't converting — from a visitor to a lead or sale — then it could be several different things on your website.



If you're getting reach on your ads or organic (non-paid) posts, but they're not clicking through, then it's the wrong message or the wrong audience.

If you're getting click-throughs to your website, but people aren't converting, then it could be the website, the call-to-action, the landing page, or even the product or service. A bad user experience will cost you sales!

Scenario #1: Reach but No Clicks

Post Reach

June 27 - July 24

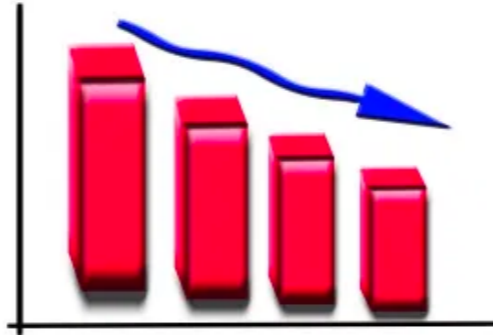
5,934

People Reached ▲45%



In this case, people are seeing your ad or organic (non-paid) posts, but they're not clicking on the links and they're not engaging — liking, sharing, or commenting.

Scenario #2: Clicks but No Sales



In this scenario, you're getting clicks and traffic to your website, but you have no sales or conversions — that is, visitors are not doing what you want them to do, like download your freebie or join your email list or buy something.

Fixing the Problem

- ◆ The message doesn't match the audience.
- ◆ Your website is ugly or doesn't function as it should.
- ◆ Landing page is too distracting.
- ◆ The call-to-action (CTA) is not visible.
- ◆ There's no follow-up.

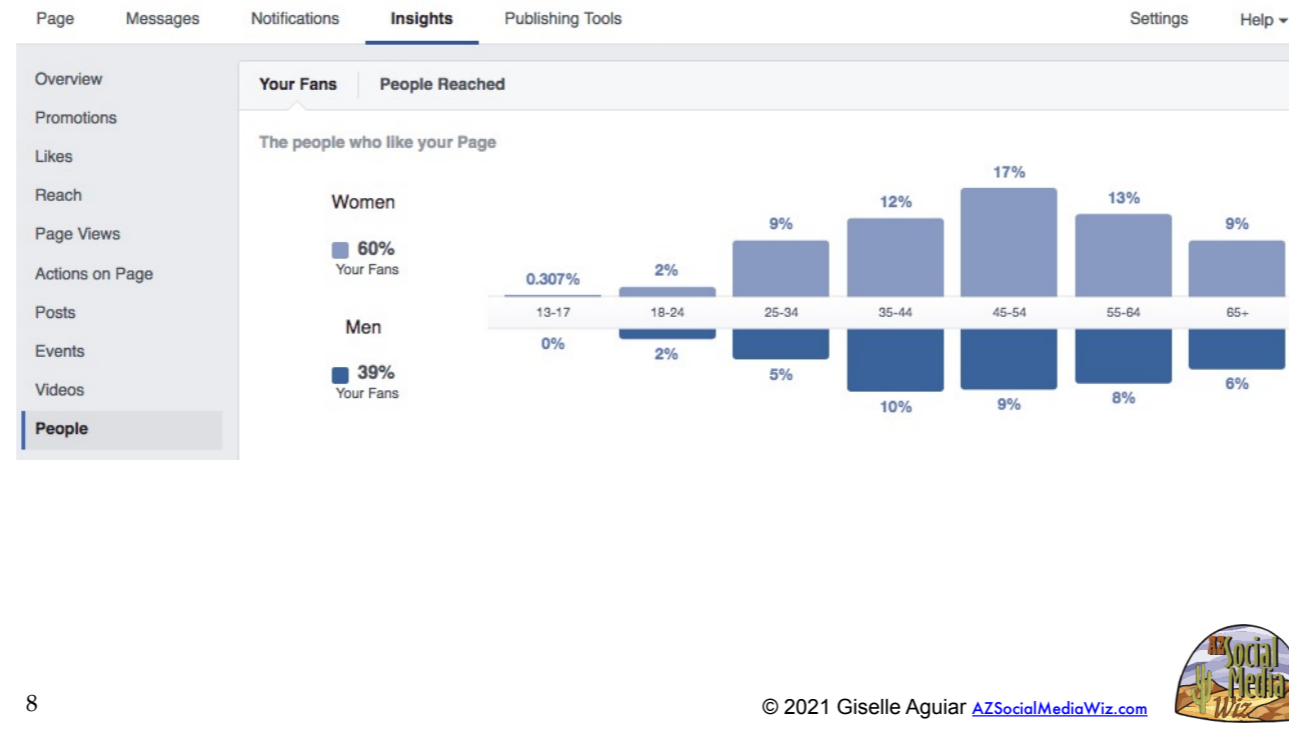


Message Doesn't Match the Audience

- ◆ Right message to the wrong audience
- ◆ Wrong message to the wrong audience
- ◆ Wrong message to the right audience
- ◆ You want: the Right message to the Right audience!



The Fix: Insights

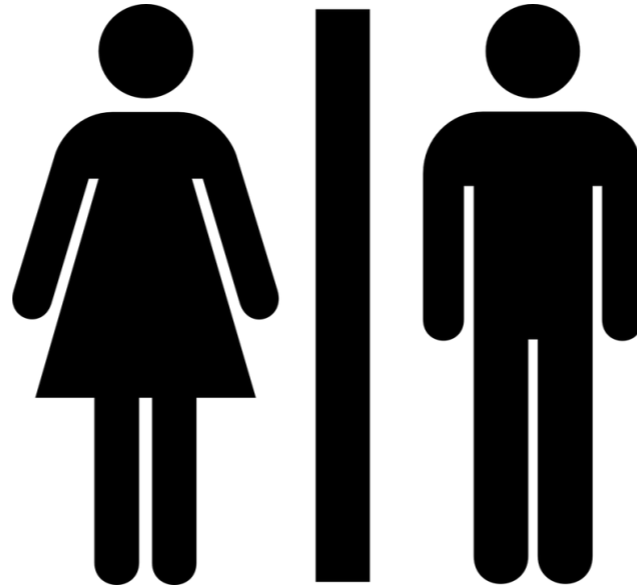


Look at your social media insights:

Each of the social media networks offers analytics or insights. Study them. Who are your followers? Look at the demographics — age, gender, location, etc. Which types of posts got the most engagement — likes, shares, clicks or comments?

If you did paid advertising, how did you select your audience — the users your ad would be shown to? I suggest using the networks' own advertising departments as they can help you determine why your ad is getting the reach, but it not getting clicks. They want you to succeed when you place ads with them.

Who's your Target?



Clearly define your target audience and create personas. Who is your target market(s)? You can more than one. What are their pain points or problems that your product or service will solve or alleviate. Research your target audience. What resonates with them? Look at the age-bracket or generations. You talk to a millennial differently than a baby boomer. Which social media networks do they frequent the most? You can't skip doing research!

B2B



Are you Business to Business? Your main targets are other businesses, but you still have to deal with people in the business. Who is the decision-maker in the company? This person becomes your “consumer”; What’s their size, location, goals, objectives? What’s their main service or product? Most important, what is their problem – or pain point that you’re going to solve? How are you going to make their lives easier, more productive or successful? How has the pandemic crisis and the economy affected them? Maybe you want to reach businesses that are thriving in the crisis and need help with the sudden demand.

B2C



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Business to consumer: your main customer is the average consumer who would buy your products or hire your services. You could have more than one “persona”. What are their interests, desires, wants and needs? What are their pain points? How have they changed? Are they working from home now? They are shopping online more. Are they using apps?

A company can have both B2B and B2C targets. Consider what percentage is business and consumer so you can split your marketing efforts accordingly.

Which Network?



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Are you on the right network?

You learn this by doing target market research and checking your analytics monthly. Don't set up a profile if you're not going to use it. It's worse if someone clicks on your profile and sees nothing there or if they see that the last time you posted was a year ago. It hurts your reputation.

The Fix: The Message



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Craft the Right Message to the Right Audience. If your posts or ads were getting reach and no one was clicking on them, then it was scenario 1. What's the right message? Here's where your research comes in. What is the pain point that you can solve for your target? You have 7 seconds to catch someone's attention online. As a result, you need quality, eye-catching videos or graphics — visuals. Furthermore, test your ads or promo graphics and videos with friends, colleagues or even a SCORE mentor to get an objective opinion.

Make sure if you use people in your ads or videos, that they reflect your target market. For instance, don't use the picture of a young, healthy gal when you are catering to people over 40 with a health product.

Fix: Better Message

- ◆ Use Action Words — Commands:
 - ★ “Learn more” rather than “Visit website”
- ◆ Create a sense of urgency
 - ★ FOMO - Fear of Missing Out
 - ★ Only a few left in stock!
 - ★ Limited time offer
 - ★ Limited to 50 participants
- ◆ Problem -> Fix
- ◆ Pain -> Alleviate
- ◆ Benefits
 - ★ What’s in it for me?
 - ★ Videos - explain benefits in first 15 seconds
- ◆ Storytelling



Not everyone is a good writer. That’s OK. The good news is that there are a lot of free resources online to help you. Here are some tips...

Lousy User Experience (UX)



- ◆ 24/7 Salesperson
- ◆ Buying journey makes sense
- ◆ Search function easy to find
- ◆ Works on all web browsers & mobile devices
- ◆ Everything works right
- ◆ Good, interesting content
- ◆ A bad UX will cost you sales!

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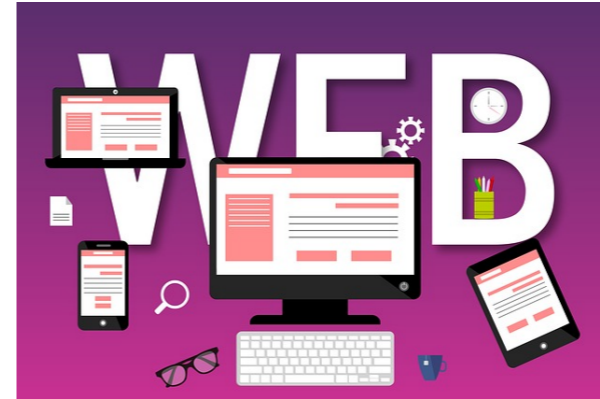
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Focus on User Experience (UX) -- The UX is everything a potential customer touches from their initial website visit to the conversion -- whatever you want them to do. Check your website and UX in all web browsers and mobile devices to make sure everything looks and works well.

The Fix: How a Visitor Enters

- ◆ 3 Ways a visitor can enter your website:
 - ◆ Home or front page or another static page like “About”, “Products” or “Services”
 - ◆ A blog article
 - ◆ A designated landing page



Think of your website as a place where potential customers can enter through several doors. What experience does each entry have for them?

The Fix: Analytics

- ◆ 3 Ways a potential customer can find you

- ★ Search engine

- ❖ Check your meta description

- ❖ Test your SEO - Free tool: Ubersuggest

- ★ Social post or ad

- ★ Other referrer like chamber of commerce or assoc.

- ★ Directly - they had your web address



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Look at your website's analytics - these have to be set up on your website. Google Analytics is free. You want to know how many visitors did you get in a month? Where did they come from? What were your most popular posts or pages? What's your Bounce Rate? That is, people landed then left without going to another page, they read an article and left, or it wasn't what they wanted. Google Analytics and their Search Console will also tell you what search terms got them to your site. How long did they stay on your site? How many pages did they view? Having links to related blog posts help them to stay longer. I'll be doing my SEO class for SCORE in June sometime, visit their website and join their email list to be informed. It will also be in my newsletter, which you can join by visiting my site.

The Fix: Keywords



- ◆ Using the Google Keyword Planner
- ◆ 10 phrases or keywords
- ◆ Geographic area
- ◆ High monthly searches
- ◆ Low to Medium Competition

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What are people searching for these days? Have the phrases and keywords changed in your industry? Use the **Google Keyword** planner which is part of Google Ads. It's free to use, but you need a Google account to use it.

Build...

<https://adwords.google.com/home/tools/keyword-planner/>

<https://adwords.google.com/home/tools/keyword-planner/>

The Fix: Competition



Research your competition. Who are you up against? What are they doing? What makes you different? How many followers do they have? How often are they blogging? What is their message? What are their CTAs.

The Fix: Trust & Credibility



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A reason potential customers don't convert may be lack of trust and credibility.

You need to build trust and credibility because people buy from whom they know and trust. That hasn't changed. And we know in today's world a reputation can be lost in seconds. Especially in these days. How do you build your online image? By participating and building relationships - being active on the social networks and creating and sharing content that shows you are an authority in your industry or field and that you care. Also, being transparent. People want to know who is behind the business. Make sure your LinkedIn personal profile is up to date with a current head shot as well as your company listing, which should be branded well and look like an extension of your website. In fact, all your social media profiles should look like extensions of your website. Ask happy camper clients to provide reviews on Google, Facebook and Yelp.

Too Many Choices

- ◆ Landing page = Selling page
- ◆ Make sure the message solves the prospect's problems/pain points
- ◆ One offer per landing page
- ◆ Explain everything - including if they will be joining an email list. Make that clear.
- ◆ No navigation
- ◆ No distractions
- ◆ Easy to fill out form
- ◆ No more than 2 or 3 questions
- ◆ Make sure it works! Test, test, test!



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You can't have a landing page with too many distractions that will take the visitor's eyes off the intake form. This is for a special offer, like a free ebook, a coupon, watching a free video.

Highly Visible CTA



Whatever you want the visitor to do should be the first thing that they see when they land on any of your website pages — whether it's a static page or a blog article. Make it easy for the visitor to do what you want them to do. Don't make them work. Put your CTA at the end of every blog post and page. Don't forget your sidebar and footer.

Follow-Up



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It starts with content — a blog, videos, podcasts or gallery providing the fresh material that Google is looking for. Plus you want to become a content magnet. How do you do that? You promote that content and engage with your potential customers on **social media**. That's the formula: content + social media = SEO or traffic to your website. Given that, you must have a website that's set up to **capture leads**. You want to convert a visitor into a lead with an enticing offer. Then have them in some sort of email automation system to nurture them into a sale. That's where many hot and warm prospects fall through the cracks. Lack of follow up.

The Fix: Email Marketing



- ◆ Your sign-up form can ask 1 or 2 questions
- ◆ Segments your list
- ◆ Personalized email drip campaign - automation based on their answers
- ◆ Welcome, thank you, link to whatever you offered them via a page AND an email.
- ◆ In 1 or 2 days, follow-up with a video
- ◆ Once they've watched the video, send them an offer.
- ◆ Send them a newsletter at least once a month with excerpts of your most recent blog posts

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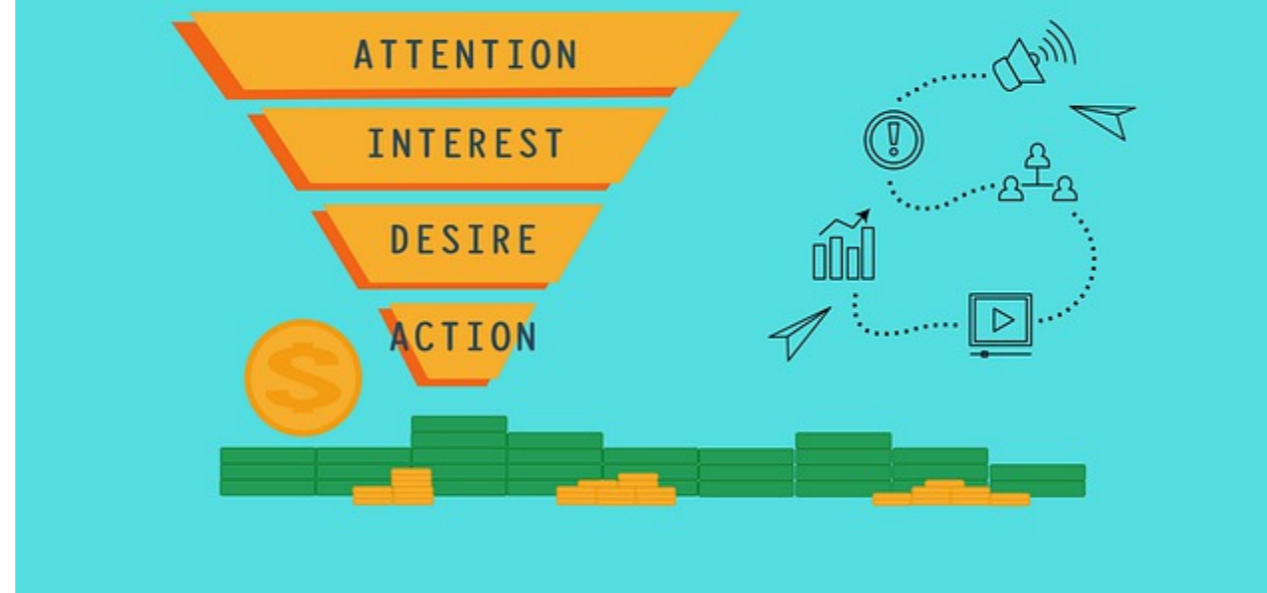
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Programs like MailChimp and Constant Contact have what's called automations.

In a couple of days, they should get a follow-up email with a video telling them more about what you have to offer based on how they answered the questions in the intake form. This is the first of a marketing automation drip campaign with the goal to convert the lead into a sale.

CONVERSION FUNNEL



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This is your typical conversion funnel. First is getting the prospect's attention or discovery phase. Not everyone is ready to buy right away. Not everyone who discovers you will become a customer. Then they show interest. That is they'll look at more than one page on your site. They'll check out your social media, they'll look for reviews. At this point they still need some convincing. They may join your newsletter list or download an ebook or whatever offer. Then the desire, they've compared you to your competition. They're deciding whether whatever you offer is what they need or want and that they can afford it. The final step is obviously taking action. They then, hopefully become a happy camper customer and an advocate for you.

The Steps to Effective Marketing



1. Define Your Target Market's Persona
2. Research
3. Set SMART Goals
4. Strategic & Tactical Plans
5. Setup, Brand & Optimize for SEO
6. Learn How Everything Works
7. Create & Curate Content
8. Implement, Engage & Build a Following
9. Email Automation to Entice Sales
10. Monitor & Measure Monthly

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If you try to skip any of these steps, you're going to literally come up short. You're going to waste your time, effort and money and not accomplish what you need to. 1 – Clearly define your target market – you can have more than one. Research this is a key step that you can't afford to skip! What are their social media habits? What keywords are they going to enter into the search engine to find you? Set SMART Goals. **Develop** a Strategic Plan – this outlines the strategies to accomplish your goals – this includes your marketing message. **Then** a Tactical Plan –that's how you're going to implement the strategies. Set-up, brand & optimize each network page for SEO, have share and follow buttons on your website. Make it easy for people to follow you. **Learn How** to Properly – AND EFFECTIVELY – Use the Tools. **Create** & Curate Content – write blog posts, record videos or podcasts, don't share just your stuff. **Implement**, Engage & Build a Following by sharing not selling. Just do it! It takes about 90 minutes a day for the first 30 days to build a following if starting from scratch. If you don't spend that time up front, it will take you longer to start seeing results. Afterwards you can manage your social media in 30-minutes a day with the free tools. Get your **marketing automation** to entice sales. **Monitor** & measure monthly – check your analytics and insights to see what's working and not working, adjust your strategic and tactical plans accordingly. **AND** if you're attempting to do all your marketing by yourself, you'll need my ebook: The Blueprint: Strategies for Effective Social Media and Digital Marketing. It takes you step-by-step with detailed instructions through all this so you can have a strong, strategic marketing plan that will be effective for your business. **It's now on Amazon Kindle!**

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