

## Common Marketing Mistakes

- Your marketing gets lost in the crowd. You look and sound just like everyone else.
- Your marketing targets an audience that is too broad.
- Your ad budget gets blown in a one-shot marketing gamble.
- Your marketing isn't consistent.
- Your marketing fails to tie different media together.
- You ignore your target audience.
- You try to do things on your own.
- You change your image and your message with each ad.
- You fail to make a clear call to action.