



REVALSYS

CREATING POSSIBILITIES

COMMON MARKETING MISTAKES TO AVOID

Article from [Revalsys Technologies](#)

This article explains
how to avoid
common marketing mistakes



For the success of any eCommerce business, marketing plays a crucial role and it's not a walk in the park every time. Marketing not only helps in connecting your products or services to your prospective customers but also helps in building brand awareness and growing your business. However, this is only possible when marketing is done the right way. Most businesses make marketing mistakes that affect the sales and marketing efforts and leads to loss of revenues.

Marketing Mistakes

Here's a checklist of the common marketing mistakes which you should avoid to make your marketing goals successful.

- **Lack of proper market research**

Market research, as well as testing, is vital as they help in determining the performance of the marketing efforts. You need to understand your customers before launching a marketing campaign. Whatever is the purpose of your campaign, increasing engagement, creating brand awareness or generating leads, considering your audience is critical to the success of the campaign. Make sure to test different offers and messages across different marketing channels such as email newsletters, direct email, social media platforms etc.

- **Improper focus and positioning**

Marketing just to build by the business by neglecting brand awareness is another common mistake done by the marketers. Create marketing strategies that demand quick responses from the recipient.

- **Marketing without a USP**

Your unique selling proposition is your USP which sets you apart from your competitors. It's important to convince your potential customers why they should buy from you and from others. Regardless of what you want to achieve through your marketing campaigns, your USP should be the main theme of the marketing campaigns you do. Don't make the mistake of thinking vague phrases like 'most valuable', 'top-rated' etc. to be your USP.



- **Failing to capture repeat customers**

Most businesses underestimate the power of existing customers and pay attention to attract new customers. No doubt, new customers are essential to run an eCommerce business, around 80% of the business come from the existing customers. So, you should dedicate a few of your marketing campaigns to get back your existing customers to make repeat purchases.

- **Not tracking performance**

With the advent of different tools and technologies, keeping track of customers' behaviour, purchase history etc. has become much easier. Businesses make use of these data create marketing campaigns. However, they fail to track the performance of the marketing campaigns which they believe to perform well. Not tracking the performance leaves them unaware of the areas that have a scope of improvement. So, before launching any marketing campaign, you should clearly define marketing goals so that it offers you an idea about the performance of the campaign.

- **Unwilling to adapt**

In order to make a business successful, it should grow and evolve. Businesses need to use new platforms, new technologies etc. in order to survive and stay profitable in today's eCommerce business world that keeps changing constantly. Unwilling to accept changes and adopt new things remain a barrier on the route to success.

- **Not using blogs effectively**

Every business should have a blog on their eCommerce website with content that is updated frequently. Blog posts have the potential to connect to your potential audience and drive more traffic. Not utilising the benefits blog posts offer is a huge loss to any eCommerce business.



REVALSYS
CREATING POSSIBILITIES

CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com