



### 1 Insufficient Research and Testing

**Mistake:** Inadequate market research and testing can land your company in losses.

**Recovery Action:** Marketing strategies must be inclined on research findings that include characteristics and desperate needs of potential clients.



### 2 Strategy Less Marketing

**Mistake:** No focus on your Unique Selling Proposition will give you no position in the crowd.

**Recovery Action:** Plan a calendar of events along with its associated budget and fix your target market to win over the competition.



### 3 No Action to Call

**Mistake:** A beautifully designed website with catchy content is useless without a call to action to show for it.

**Recovery Action:** Use a coded button for call for action that drive a visitor to register in your portal or subscribe for a newsletter, giving them an opportunity to discover you.



### 4 Failure in Capturing Repeat Customers

**Mistake:** Failing to resell to your current customers could harm your profits detrimentally.

**Recovery Action:** Send relevant mailers to your current customers to stay in touch with them.



### 5 No Regular Reputation Management

**Mistake:** Lack of performance evaluation can be catastrophic for any business leaving you goal-less in the long run.

**Recovery Action:** Adopt simple, inexpensive ways to track marketing ROI and verify if your marketing efforts are paying off or not.

