

DITCH THESE

10

OUTDATED MARKETING PRACTICES

“DITCH THIS”

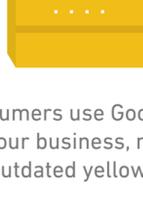
“DO THIS”

Consumer behaviors and trends are constantly in flux with new outlets and techniques emerging almost daily. As a local business owner, you need to stay on top of marketing practices to ensure you are actually reaching consumers in your market. We have compiled a list of outdated marketing practices that if you haven't already ditched, you need to ditch ASAP!

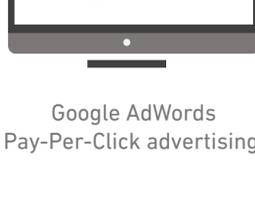
X

“Phone Book Ads”

✓



1



Consumers use Google to find your business, not that old, outdated yellow book.

Google AdWords Pay-Per-Click advertising.

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“Keyword Stuffing”

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2



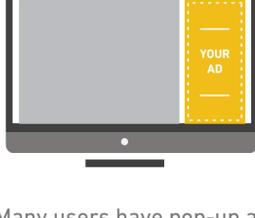
Hummingbird was rolled out in 2014 by Google. It focuses on punishing bad content and rewarding high-quality, naturally written content.

A well-written frequently asked questions page. Provide answers to questions commonly asked by your clients about your services or products.

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“Pop-Up Banner Ads”

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3



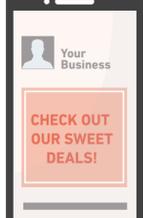
Many users have pop-up ad blocking software and find pop-up ads annoying.

Send educational e-newsletters each month to your contact list of new and prospective clients.

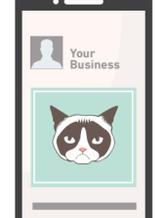
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“Promo & Sales Heavy Social Media Posts”

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Only 20% of your social media posts should be self-promotional or sales-oriented.

Engaging stories, funny cartoons, questions, contests, etc. should make up 80% of your social media content.

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“TV Commercials”

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The cost of creating commercials and buying air-time make TV commercials impractical for small business owners.

YouTube ads and videos are an affordable way to share information about your business and services.

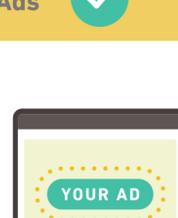
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“Putting Your Face on All Ads”

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6



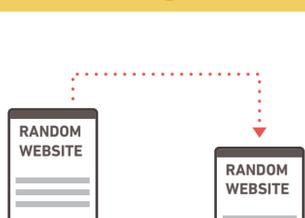
Potential clients are more interested in your services than your headshot.

Ensure your phone number and website are prominently featured on all ads.

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“Link Exchanges”

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7



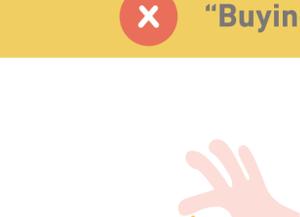
Google, Bing, and other search engines negatively rate websites with obvious link exchanges that don't add value.

Share your blogs on social media and build relevant, meaningful partnerships that provide useful information for online users.

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“Buying Fake Reviews”

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8



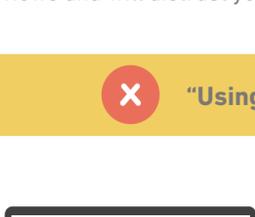
You will be punished for buying fake reviews by review sites and search engines. Potential clients can often identify fake reviews and will distrust you.

Get real, written and video reviews from satisfied customers by simply asking.

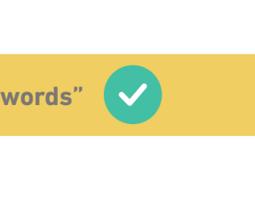
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“Using Annoying Buzzwords”

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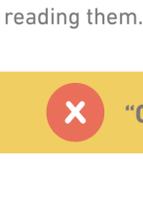
Don't use annoying buzzwords like Synergy, Ideate, Crowdsourcing, LOL, etc. since they are overused and have little value to the person reading them.

Showcase genuine values, the benefits of your services and products, and real client success stories.

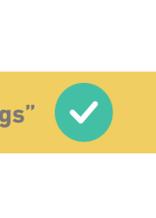
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“Comments on Random Blogs”

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10



YOUR COMMENT

These never make sense, are often deleted by webmasters, and look spammy.

Build up your authority and credibility with monthly blogs, helpful content, educational newsletters, engaging social media, instructional videos, and PPC campaigns.

CONCLUSION

As you create a new online marketing strategy, be sure to get rid of old, outdated practices and start incorporating the latest, effective tools and resources.