

Seven Marketing Myths

1. Marketing & Advertising is the same thing

Advertising is one aspect of marketing, certainly NOT the most important part. Joining a leads group is marketing.

2. Set up your business, make some money, and then get marketing advice.

You may never have ANY money if you wait to invest in marketing...that would be like renting an office or opening a store, buying furniture and then deciding what you are going to sell.

3. Marketing is so expensive.

Hiring an agency is expensive. Advertising without having clear goals is expensive. Developing a marketing plan and sticking with it may be one of the most cost effective things you can ever do for your business.

4. A trade show requires a fancy backdrop with expensive graphics and lots of people in the booth to tell passers by about your product.

Trade show booths requires something that attracts people to your booth, something that gets them asking questions, and a clear message relayed consistently by everyone working in your booth, not fancy backdrops.

5. A graphic artist is the same as a marketing consultant and a marketing consultant is the same as a graphic artist.

Some graphic artists have some skills as copywriters and they are often great at suggesting the look and feel of your logo and advertising, but USUALLY graphic artists are not marketing consultants.

6. A printer can help you with marketing advice, graphic arts and make sure your brochures and business cards look great and include everything they need.

Printers see many different types of documents come across their printers and copy machines and they may have good instincts, but they are not graphic artists. Printers may employ graphic artists or have favored vendors, but they are usually not marketing consultants.

7. The representatives from publications where you are thinking of advertising are a great source for marketing advice.

Advertising reps sell advertising. They know about their venues and their competition. If they are good reps, they ask a whole lot of questions about your business, but it is not their business to help you figure out what your ads should say or how they should look.