



# 5

Marketing  
Mistakes  
SMB's  
Make!

**D'OH!**



## Speaker: Mike Kuharske

- President, Gravity Marketing LLC
- 7 Years bootstrapping a marketing consultancy to over \$1 million and a dozen employees
- Serves as outsourced CMO to over a dozen companies totaling nearly \$400 million in annual revenue
- 20+ years in marketing, sales, product and business development
- Diverse Industry experience including professional services, engineering, technology, manufacturing, publishing and nonprofits

Personally responsible for **\$20+ Million in sales to thousands of customers**  
(individuals and businesses)...

**BUT, I've never SOLD anything!**



# Who is Gravity Marketing...

Gravity Marketing **helps grow revenue** for small and medium-sized organizations by **optimizing marketing**, advertising and sales efforts.

## Virtual Marketing Officer:

Outsourced marketing team for less than the cost of an FTE



# Guiding Philosophies

- Every organization has **inherent value** – give away bits and pieces
- Clearly define your **ideal clients** – communicate to them in their language
- Your marketing should **build community** (aka Gravity) around your organization
- Marketing should **be a system** that produces strategic predictable results
- Marketing should walk your prospects through the first few steps of the **buying process**





**D'OH!**

**1**

Looking and  
sounding like your  
industry instead of  
your customers.



## Avoid looking the same.

- Put your audience first— in their language, avoid industry jargon, acronyms and descriptions.
- Successful brands relate, resonate and engage their audience.
- Even wonky newspapers like the Washington Post are written at an 8<sup>th</sup> Grade Reading level.
- *Blue Ocean Strategy* says stop benchmarking your competition – you only end up looking like them.
- The most complex sales simply solve a problem, accomplish a goal, achieve a desire.
- **Keep it simple** – even the most complex business sale only helps the company do things better, faster or cheaper.



**D'OH!**

**2**

Choosing the wrong tactics or being sold things by marketing "specialists".



## Avoid tactical mistakes.

- Advertising agencies **don't advertise**.
- You don't know what you don't know – get a trusted opinion about a tactic before you trust the provider.
- The principles of marketing haven't changed - only the methods.
- Always look for the niche – find where the concentration of your prospects is highest and you can reach them for the lowest cost.
- Avoid the hype and things described as magic beans.
  - Danger areas: social media, search engine optimization (SEO)
- Focus on the basics – if you haven't passed marketing 101, avoid 400-level tactics.





**D'OH!**

**3**

Winging it – no plan,  
no goal, “I guess  
we’ll have to wait  
and see”.



## Avoid winging it.

- An ounce of prevention is worth a pound of cure.
- Develop a one page plan – **any plan** – but do so in advance.
- A/B testing isn't difficult – incorporate it when practical.
- Embrace the lifetime value equation.

### Break Even Analysis

Marketing  
Cost

----- = Sales Needed

Avg Profit  
Per Sale

### Lifetime Value

Avg Profit  
Per Sale

X

Lifetime  
Qty Sales



**D'OH!**

**4**

Slow or no response  
to valuable leads,  
interactions or  
inquiries.



## Avoid wasting leads.

- AKA - throwing marketing under the bus – flushing money down the toilet.
- Only 27% of leads EVER get contacted – Harvard Research
- Odds of connecting decrease over 10 times after the 1<sup>st</sup> hour!
- In most cases if you don't have a system to respond the same day, forget about it.
- Define a lead – and determine how it should be handled.



D'OH!

5

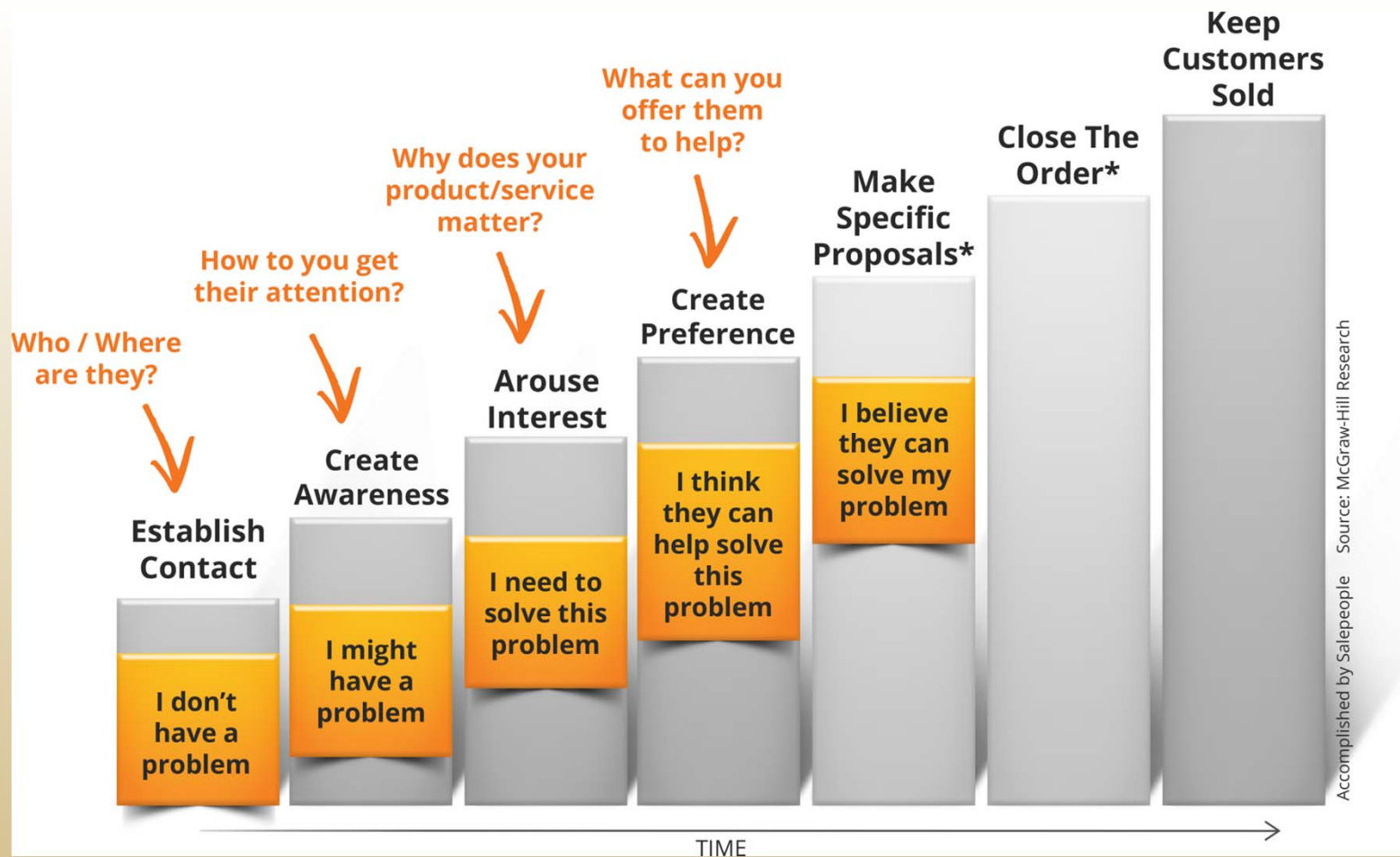
Thinking that  
marketing and sales  
are different –  
they're not.



## Sales and marketing are the same.

- Marketing does one-to-many what sales does one-on-one.
  - They're both simply parts of the revenue generation process.
  - B2C – marketing has the potential to complete the transaction.
  - B2B – marketing can only handle the first few steps.
- 
- How often can a sales person call 23,000 prospects with enough frequency and effectiveness to move them through the process?

# The Buying Process



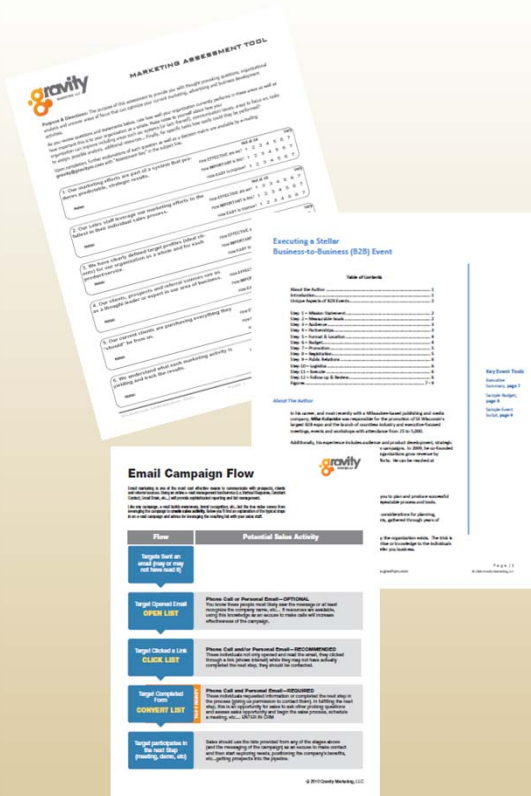


# Free Marketing Tools

[gravitym.com/marketingtools](http://gravitym.com/marketingtools)

*Over a dozen white papers, tools, models  
and videos for business owners.*

- Tradeshow
- Marketing Planning
- Content Marketing
- Defining a Lead
- Seminars / Events
- Sales Process
- Promo Products
- Website Planning
- Email Marketing
- Facebook Advertising



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