

## The 12 Most Common Mistakes In Advertising

### 1. DESIRE FOR INSTANT GRATIFICATION

Morphine

Cry wolf (sale)

Chickening-out period is 8 to 14 weeks

American farmer: seed to harvest, green fuzz is sign of things to come

Uncover your Unique Selling Proposition, Focus (the message) and Commit (to a long-term campaign)

### 2. ATTEMPTING TO REACH MORE PEOPLE THAN THE BUDGET ALLOWS

Reach 10% of the people and convince them 100% of the way

If you cannot afford repetition in prime, dominate off-prime

### 3. ASSUMING THE BUSINESS OWNER KNOWS BEST

Owner is on the inside looking out - outside perspective needed

### 4. UNSUBSTANTIATED CLAIMS

Be specific - it is more persuasive

### 5. IMPROPER USE OF PASSIVE CAMPAIGNS

Passive media works after the intrusive media is established

"We'll leave the light on for you"



### 6. CREATING ADS INSTEAD OF CAMPAIGNS

All ads should be connected over the years of branding

### 7. OBEDIENCE TO UNWRITTEN RULES

To lead, new methods must be utilized

### 8. LATE WEEK SCHEDULES

Win the hearts and minds (weeks) earlier

### 9. ASSUMING THE DECISION MAKER IS THE ONLY PERSON YOU NEED TO REACH

Talk to the "inside champions" - everyone knows 250 people

### 10. (SALES) EVENT-DRIVEN MARKETING

Similar to instant gratification (see Number 1)

### 11. GREAT PRODUCTION WITHOUT GREAT COPY

### 12. CONFUSING "RESPONSE" WITH "RESULTS" - HOW WILL YOU MEASURE RESULTS?

Entertainment gets response, but we need to be concerned with results!