

Did your last marketing campaign fall flat?

Here are 3 key reasons marketing plans flop and 3 ways to fix this for the future.

## What went wrong...

*A little bit of  
planning goes a  
long way!*

**You targeted the wrong audience.** Marketing that's too broad and tries to speak to everyone ends up speaking to no one.

**You didn't use consistent offers or branding.** When you don't have consistency in your message and design, you look like two different people or businesses.

**You didn't have plan.** Did you choose marketing platforms without a plan? Did you take what you thought was a 'deal' just to get in front of people? Failing to plan is planning to fail.

## How to improve ....

*"If you confuse,  
you lose"*

**Nail down that target audience.** If you think your target audience is everyone, can you afford to market and advertise to everyone?

**Clean up your branding and marketing messages.** If you confuse you lose. Consistency always wins.

**Make a solid marketing plan!** Have plan as to WHO are you targeting, WHICH platforms you focus on, and HOW MUCH you plan to spend.

*Need More Help?*

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