

10 Common Mistakes in B2B Sales Lead Generation

Below are ten small business, marketing tips that will help you avoid the common everyday marketing mistakes of most small businesses in generating B2B sales leads. A good place to start in launching your small business or to grow your existing business is with a small business Marketing Audit. A systematic, critical, & unbiased review & appraisal of the basic objectives & communications strategies methods & procedures you employ in marketing your small business. This marketing audit will go a long way in assuring the success of your marketing efforts to grow your sales.

1. Not Marketing Your Small Business Consistently

- Biggest single mistake of all small businesses
- Not implementing a consistent marketing effort everyday
- Waiting to market until you need business or you are not busy

2. Not Marketing Your Small Business to a Defined Target Audience

- Trying to send the same marketing message to everyone doesn't work
- Know how each target audience you serve wants to be sold
- Gear your marketing communications efforts to each specific audience

3. Not Marketing Your Company Brand Consistently

- Build your brand identity and incorporate the same look & feel into all of your marketing communications materials

4. Not having a Layered & Diversified Marketing Plan

- Utilize an integrated marketing communications approach
- Employ a cross-section of media to get your message out
- Develop a web of communications to reach your target audience at different times & in different places build your brand & USP

5. Not Focusing on Current Clients

- Too often exclusively focused on bringing in new customers
- Expand relationships with current customers
- The cost to prospect for new customers is 3x more expensive than growing sales with existing customers
- You must do both to maximize success

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6. Not Having a Customer-Centric Marketing Message

- Don't use marketing messages that talk about capacities & capabilities
- Talk in the language of your customer
- Build initial rapport based on your customers needs not yours

7. Not Recognizing That Slow & Steady Wins the Race

- Marketing is a process & not instant pudding
- Marketing builds your business over time through consistent exposure
- One shot marketing programs almost never succeed

8. Not Getting Feedback

- Test your marketing assumptions & do customer audits
- Marketing is all about feedback & adjusting to achieve success

9. Not Developing a Unique Selling Proposition

- What makes your company different from your competitors?
- What makes your product or service different from your competitors?

10. Not Offering an Appropriate Incentive to Your Customers

- Provide an incentive that is valuable to your customer
- Avoid self-serving incentives like a free meeting

If you would like more information on Small Business Marketing
or have any questions or comments; please contact Bob Hennessey at
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