



# 10 Digital Marketing Mistakes That Are Costing You New Clients

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*Social media remains to be one of the primary drivers of growth for businesses; especially when reaching a local market. Your social media presence needs to be consistent, active, and on-brand. Plus, potential customers will use your digital presence to evaluate your legitimacy as a business when deciding whether or not to work with you.*

Do you make the cut? Below, we outline the ten most common mistakes we see small businesses make that may be costing you your next client.

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## *Mistake #1:* **Posting "Out of Touch" Content**

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With everything going on in our world - from the COVID-19 pandemic to pressing social issues - it's more important now than ever to be aware, sensitive, and proactive on social media in regard to what you're posting in response to these issues.

When it comes to posts that reflect you or your company's view on a certain issue, think before you post and ensure the content is relevant, accurate, and makes your position clear. We are all about sharing your firm stance on an issue or news story, but make sure your post is sensitive to all parties and doesn't come off as tone-deaf.

## *Mistake #2:* **Not Posting at All**

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It's a red flag for your new social media visitors to see that your last post was in 2016. Consistent posting is key to ensuring you're delivering relevant content on a regular basis. You don't need to post every day, but as a starting point, aim for once per week if you are currently posting less than once per month.

Mistake #3:

## **Ignoring Mobile Optimization**

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80% of users used a mobile device to search the internet in 2019. If your website is not mobile optimized, this makes it difficult and frustrating for a user to learn more about your organization while browsing. Additionally, a slow website will drive people away. Customers will abandon your website if it takes too long to load. You can use a tool like [Hubspot's Website Grader](#) to check your page load times and identify other potential technical issues with your site. Attention spans are short and people are impatient - don't underestimate the power of a fast, mobile-friendly website!

Mistake #4:

## **Ignoring Data and Posting Whatever You Want**

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You don't need fancy third-party software to access social media analytics. Facebook and Instagram have free, built-in data insights that will let you know which of your posts get the best reach, what times/days your fans are likely to be online, and more.

Keep an eye on these metrics and be in the know of what posts work, and which don't. If you have a photo you want to share with your audience, don't just post it when you feel like it. Check what day of the week your audience is most likely to be online, and post it then. You can use a free tool like [Hootsuite](#) to schedule posts in advance.

Mistake #5:

## **Wrong Targeting/Personalization**

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Whether it's the wrong name, gender, etc. this can turn a person away from your brand very quickly. Using incorrect personalization tokens in an email, or targeting the wrong persona or gender in a social media ad shows a lack of attention to detail. These are technical mistakes that can be avoided.

Mistake #6:

## **Buying Followers**

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We can get caught up in the numbers game of having a ton of followers and fans on our social media accounts. But people are becoming more savvy and can tell when you've bought fake followers- trust us. Once your secrets out, you will immediately be seen as less reputable. *Don't buy followers!*

Mistake #7:

## **Using Your Business Profiles for Personal Use**

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There is a big difference between your business profiles and your personal profiles. Keep the pictures of your kids and day to day updates on your personal profiles, and business updates to your business pages. Mixing the two can get sticky.

Mistake #8:

## **Not Responding to Negative Comments/Reviews**

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At one point or another, we will all likely get a negative comment or review online about our business. This may not be avoidable, but what you can control is your response. First, it's critical to respond to ensure they know you are listening and that you care about what they have to say. Second, a response shows others reading the review that you're attentive and trying to reach a resolution with that person. *Always* respond to negative reviews.

Mistake #9:

## **Contact Information Isn't Updated**

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If someone finds your business online - fantastic! But unfortunately this is near meaningless if they aren't able to reach out to you for more information. This means things - like if your phone number isn't listed correctly, your Contact form doesn't work, or your social media channels aren't linked to your website properly. Double check these things on a regular basis to ensure your communication channels are all systems go!

Mistake #10:

## **Posting Without Strategy**

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Before you post, ask yourself, "Why would my audience care about this post? What action do I want my audience to take from this post? What will my audience learn from this post?" If you can't confidently answer these questions, reconsider posting it. Additionally, ensure you spread out different types of posts over different days/times to diversify your content.

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*In the modern digital age, your online presence is a direct reflection of your business. If you're ignoring your digital presence, you're missing a major opportunity to attract, engage, and convert potential customers.*

Questions? [Email us.](mailto:info@startastrategies.com)  
[www.startastrategies.com](http://www.startastrategies.com)