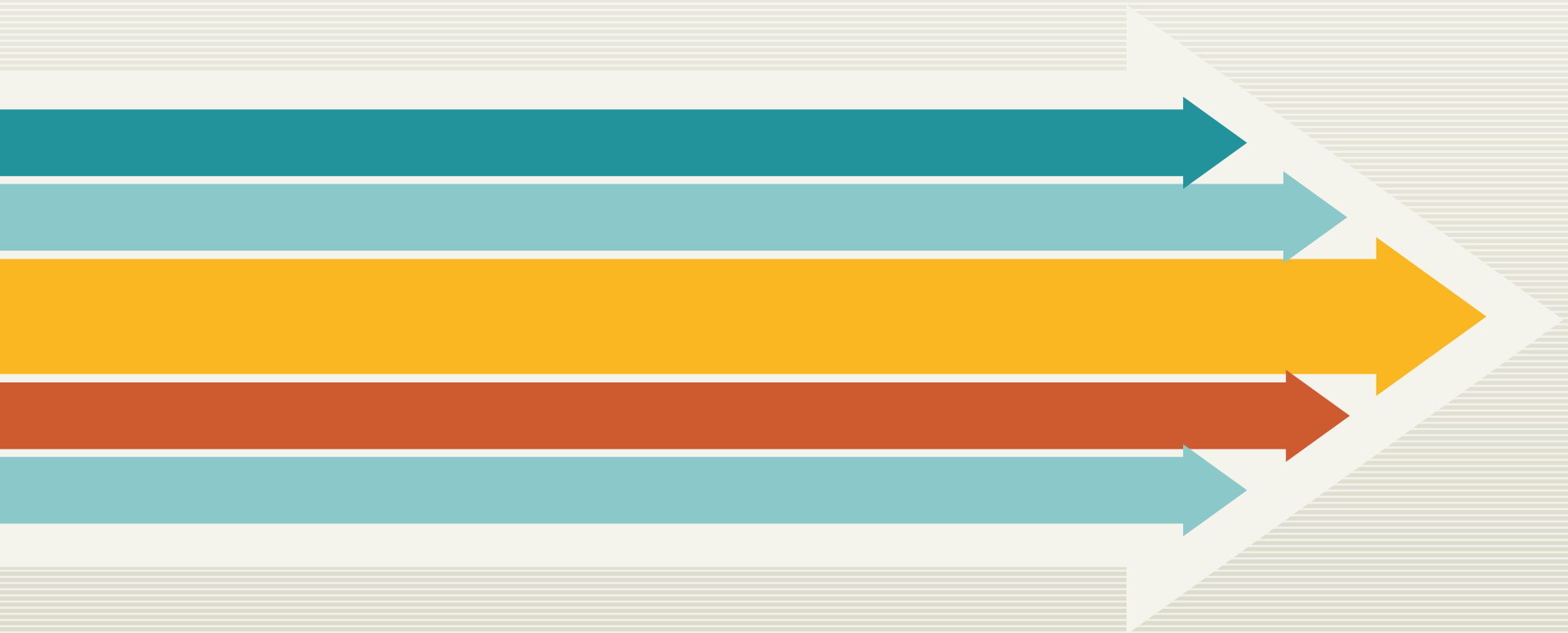
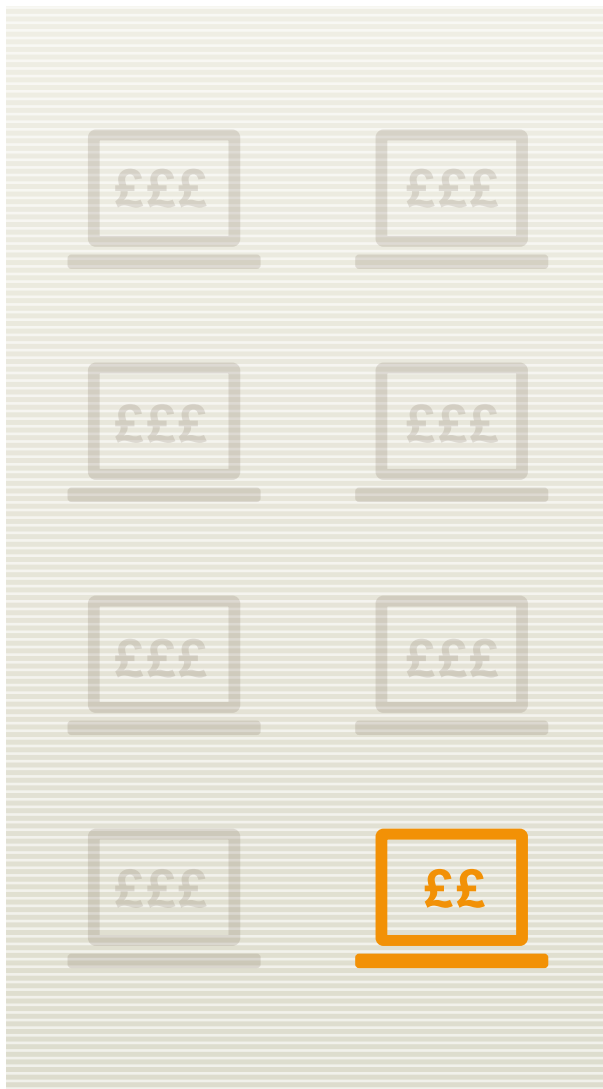




5 useless things to cut from your digital marketing





#1 Your standard marketing offer

Standard marketing practice says you need an offer – like a free consultation or an introductory discount – to entice website visitors to get in touch.

However, it's very easy to forget about the offer once your website is up and running. Have you analysed how well the offer is working? Has the conversion rate changed over time? Is it now outdated?

Cut your standard marketing offer // And start focusing on:

Revising your offer to better capture people's attention. Look at historical data to see what customers are asking when they first enquire, and incorporate that into your call to action. It doesn't have to be a full-scale overhaul – a subtle tweak in wording may make a big difference to the response rate.

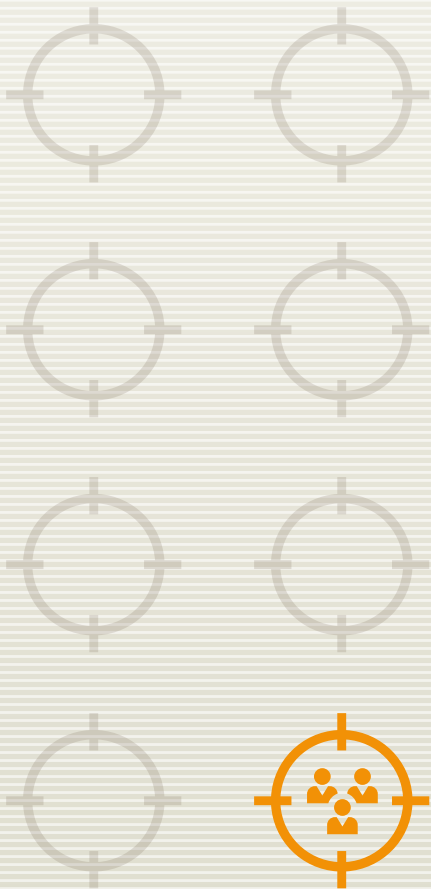
#2 Untargeted online advertising

There are a myriad of online advertising options, from banners on online news sites to sponsored LinkedIn updates. All the major social networking sites allow you to target your audience by interest, so you can reach potential customers with tailored messages.

You're missing opportunities to convert if you're not segmenting your prospects and adjusting your content accordingly.

Cut untargeted advertising // And start focusing on:

Targeting your advertising to reach the precise types of people you want to reach. Even if the overall volume is lower, your conversion rates will be higher.



#3 Routine press releases

Just because something is important to you doesn't mean it's newsworthy. The vast majority of routine press releases – such as those relating to mid-level appointments, systems upgrades or relocations – fail to achieve meaningful PR coverage.

These stories often end up as spam in journalist inboxes, which means you waste time and effort chasing up stories that don't actually deliver commercial benefit.

Cut routine press releases // And start focusing on:

Building relationships with journalists so you can contribute comments and case studies for larger features they write. This type of media coverage is more valuable because it's third party endorsement of your expertise, and is more likely to be read by potential customers.



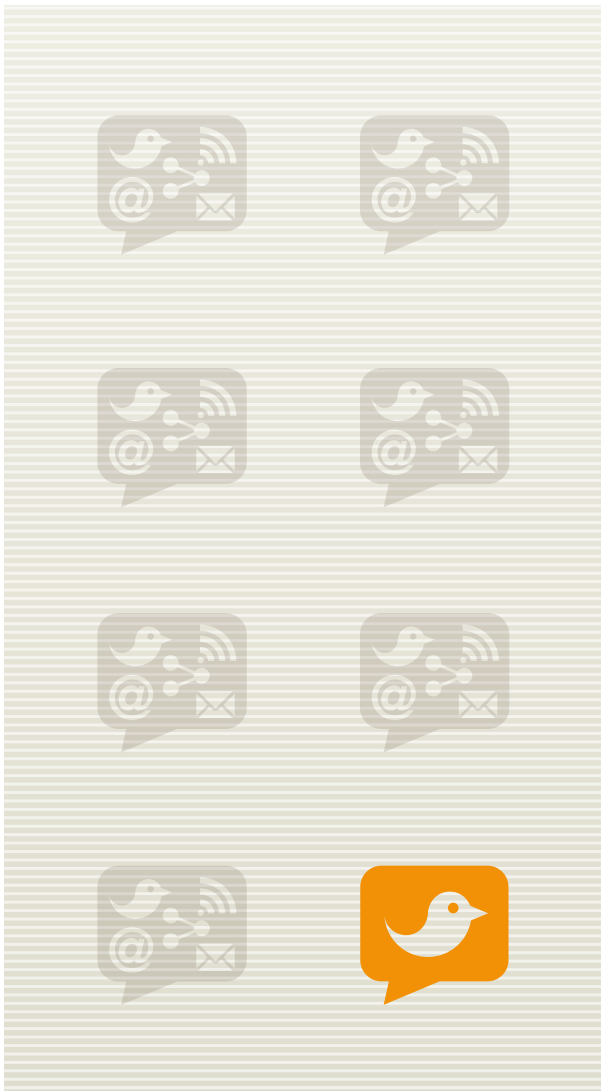
#4 Irrelevant social networks

There are two big mistakes businesses make with regard to social networks. One mistake is to open accounts on everything from Facebook to Google+, put the icons on their website, and then forget about them. The other mistake is to spend a lot of time tweeting or posting updates but failing to achieve anything from the investment.

Cut irrelevant social networks // And start focusing on:

Optimising the social media channels that are driving success for your business.

If you can't commit to ongoing engagement, shut down your profiles – an unused profile looks worse than no profile at all. If you're active but not seeing a return, concentrate on the platform most popular among your customers. Refine your approach to focus on interaction – reply to other people's posts, participate in discussions and pass on third party content. You get more value out of social media if you use it as a conversation tool rather than a promotional tool.



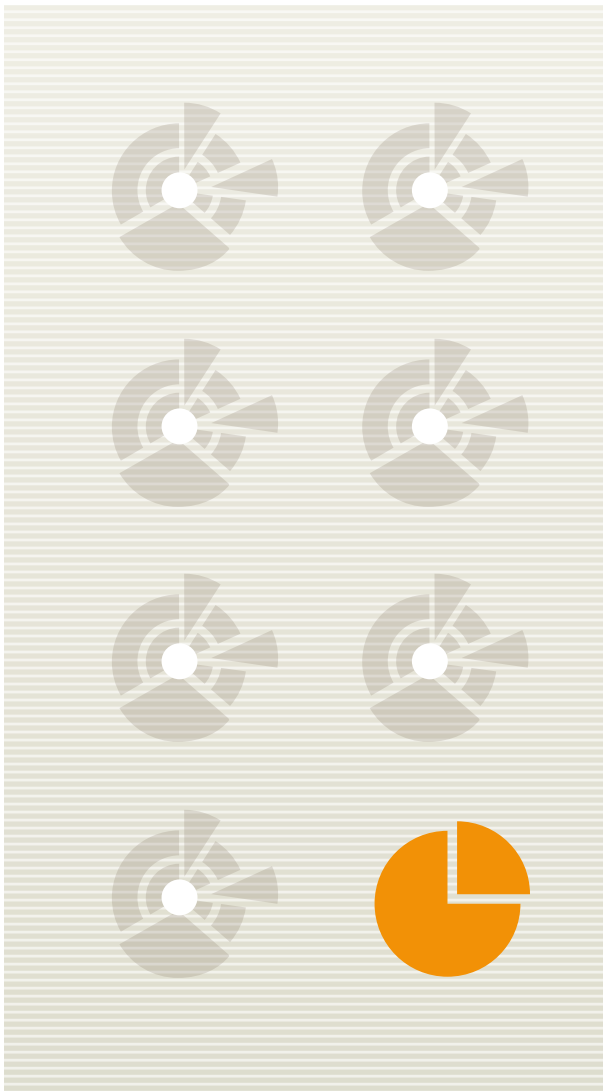
#5 Useless analytics

The wonderful thing about digital marketing is that it's completely trackable – you have reams of real time information at your fingertips. But not all of that data will actually help you improve your marketing.

Figure out exactly which numbers you need to know for your business' marketing, and do deeper dives into specific metrics as needed. It's a better use of your time, and frankly provides more actionable advice than monthly reports that you never use.

Cut useless analytics // And start focusing on:

The metrics you need to succeed. Analyse where your business has performed well, and where it has potential. Start focusing on these areas.



30-minute marketing challenge

We offer a no-obligation meeting to discuss your marketing. If you're not impressed after 30 minutes, we'll even pay for your time.

Contact **Paul Houston**, Cognition's Commercial Director, on **0800 781 0247** or by email at paul.h@cognitionagency.co.uk.

Cognition is a full service marketing agency rooted in a commercial approach – we create captivating marketing that drives revenue and growth.

We're agency with a head for business because, after a decade of commercial success, we know what works. Our award-winning teams in London and the Midlands are led by experienced entrepreneurs and include some of the brightest marketing strategists, digital experts, PR specialists and creative minds, all ready to apply their expertise to the challenge of growing your business.

