

SMALL BUSINESS ADVERTISING MISTAKES



When it comes to advertising, small businesses can choose from an assortment of different options. There are traditional options for advertising, which includes radio advertising, television advertising, and print advertising in local newspapers. However, there are more advanced advertising options, which includes mobile marketing and online advertisements, all of which can be done, even for those who are on a stricter budget. However, in order for a small business owner to make the most of their advertising campaign, they need to be sure to avoid the common problems that many business owners face when advertising. The first problem that many business owners face is that they set budgets that are simply unrealistic. The amount of money put out for advertisement should never be ridiculously high if the money is not there. It should also not be too low because too little advertising can end up being a waste of money. Small business owners need to do the math to make sure that the budget they set for their business will not result in any losses from their advertising. And, setting too small of a budget, with just one advertisement in a local paper, will simply not generate the responses that the small business owners want and need to survive. A small campaign that lasts for at least 3 months will need to be set up. Another problem is that many small business owners are not targeting the right audience. For the utmost success with an advertising campaign, it is important to target the right people, the people who are generally most likely to buy certain products from the business. Small business owners need to keep track of who regularly comes into their store and who buys what. Knowing specific characteristics of the majority of buyers will help a small business to target specific audiences when advertising. Surveys can be set up to help with the process of finding out which buyers would be more than likely to shop at the small business. Small business owners have to be willing to track their progress and figure out where the leads are coming from so that they know which advertisements are working and which advertisements are not. This is important but unfortunately, too many small business owners completely forget about tracking the data from advertisements. When a customer calls the business or comes in, the first question that should be asked is something along the lines of, "How did you hear about our business?" Last but certainly not least, small business owners have to come up with an advertising strategy. The owner needs to decide which type of advertising works best for the business and run with the opportunity. Creative and quality advertisements are a must because they are what will engage the audience, getting them interested in the business and what the small business has to offer to them.