

Common Marketing Mistakes to Avoid

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AZK Media founder and managing partner Azadeh Williams chatted with Darren Woolley, founder and global CEO of Trinity P3 global marketing consultants



Making mistakes is a part of every marketers' journey and it's how they learn, but there are some common mistakes they should try to avoid if possible.

Darren Woolley, founder and global CEO of Trinity P3 spoke to Azadeh Williams explaining there are two common mistakes.

Firstly, trying to do everything all the time.

"They've gone into this with a plan and they're trying to execute everything, and they just don't have the resources anymore," he says. "They don't have the money; they don't have the time. So, it's about being much more focused."

The second one is to stop making decisions.

"You've got to keep testing and learning," Darren says. "We're going through a bumpy recovery that could last for another 18 months to two years. And so, don't stop and wait for things to settle, keep going into the market and keep testing to find out what works for you now."

In 2021 it is about planning and getting ready to build that resiliency after dealing with 2020. Darren says for marketers to start 2021 on the right foot they should have a strategy.

"I know that seems obvious, but so many people have forgotten because they're trying to constantly react to the marketplace," he says. "But first of all, you've got to have a strategy and a plan. And the second thing you need to do is to be agile or flexible enough to move within that plan as much as possible to the circumstances that present themselves."

Finding the right marketing agency

When it comes to partnering with the right marketing agency, Darren says chemistry between clients and their agencies is important but so is having an open and honest communication.

"One of the things that we find often fails is the fact that marketers will forget to give their expectations," he explains. "They'll forget to give clear, honest feedback. So, you want to have partners that you can have those conversations with really naturally, and in a way that's very open and honest. Otherwise, you're just destined to waste money and waste time."

There are three key questions that marketers need to ask themselves when trying to choose the right agency that's the right fit, Darren explains.

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"The first one is what is it that I actually want from a partner? And I need to be really clear about what success looks like," he says. "The second one is, do I have to get a new partner or is there an existing relationship that could actually fit in?"

"The third one a lot of people overlook this; is when you bring a new agency or a new partnership into your existing relationships, how are they going to change? Often when a new agency is appointed, suddenly, there's this disruption with your other agencies.

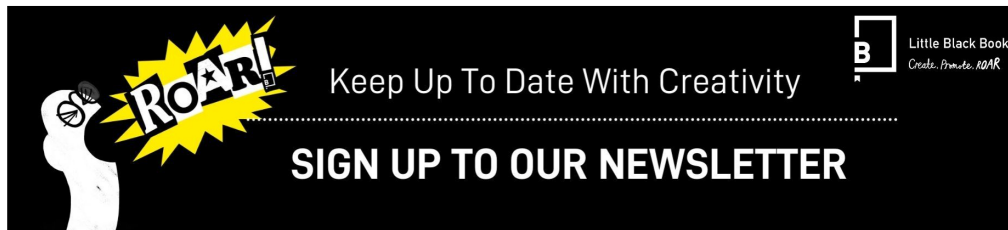
"So, your media agency, your content agency, your creative agency, PR agency – they've all got to re-jostle to find where they're most comfortable and where they fit in that mix."

What excites Darren the most about marketing for 2021 is organisations have come out of 13 years of basically cost-cutting.

"Since the global financial crisis in 2007, 2008, most brands have been cutting costs as a way of driving profit," he says. "But I think this pandemic has caused people to rethink what it actually means to be in business and growth can only come from investing in the right partnerships and the right activities.

"So, I think what we're going to see going forward from 2021 onwards, is much more focus on driving real growth through marketing, and that's exciting."

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