

Marketing Crisis: What To Do When Your Business Stagnates



ABOUT ISMOIP DIGITAL :-

We are a full service digital strategy consulting & marketing agency.

OUR JOURNEY SO FAR :-

- . 400+ clients from 30+ industries
- . 15,000+ fresh leads generated
- . \$500 million worth of digital strategy gaps refined and resolved

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“ Successful People Recognize Crisis As a Time For Change - From Lesser To Greater, Smaller To Bigger.” – EDWIN LOUIS COLE

According to a [study conducted in 2013](#) by Adobe, “61% of all marketers think that, for most companies, digital marketing approaches are a constant cycle of trial and error.”

In case your Digital marketing strategy has met a disaster or is trending towards one, before it sends you any cruel reminders of your miscalculations, here are **10 useful insights** to combat it-:

1. ACCEPT THAT YOU FELL

Remember the first time you tried riding a bicycle, you didn't quite learn without falling off it! It's quite similar here; the only difference is that first time you fall in Digital Marketing, you start believing it was the most terrible, outrageous madness that shouldn't be repeated.

Hundreds of companies have valued our strategies, learned from our insights and achieved desired results.



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But thankfully, there are some straightforward indicators to tell you something is going wrong in your universe like- dearth of followers on Social media platforms, lower engagement from direct mailers, diminishing website traffic, etc., i.e., everything that eventually leads up to - **NOT ENOUGH LEADS**.

But things don't end here, many a times it's a deadly blend of multiple poisons.

TAKEAWAY TIP

Your Digital Marketing provider would have you believe, it's just the initial upheaval (effects of the modifications they've made), and the graph will soon go up from here. They'd never let the worst of the worst statistics make it to your table and would play down a Herculean problem like NO engagement from your potential clients.

2. SCRUTINIZE THE MAD MEN SWAGGER

The aforementioned report by Adobe, also cites that 82% of digital marketers have no formal training ([slide 27 of the report](#)), they learn on the job. It's important to know your strategist, their backgrounds, their motivations, their prior achievements before teaming up with them. After collaborating make sure to-

- i. Catch up to the speed with which they work. It might vary from your actual business.
- ii. Not be taken in by your strategists swagger, high-flying talks or rhetorics, they're an old hand at it.
- iii. Not fall in the obligation trap, even if s/he is referred by your bestie.
- iv. Give them full freedom, but don't let work happen in silos, or else (assuming their strategy doesn't work) you won't have a clue what went wrong. It's the exact rule that applies to your alliance with any external vendor. True, you're debuting on a fresh turf after being in the business for 20 years, but you're a seasoned player, aren't you?

TAKEAWAY TIP

Trust your judgement, what you know about your customers is a culmination of years of being in the business. Think through your strategist's proposal. Ask some relevant questions, like-

- i. How many leads can be expected in the 1st quarter?
- ii. How do you plan to expand my client base?
- iii. What do I stand to gain in the long run?
- iv. How can I cut my cost?
- v. Is there a ballpark ROI you can predict for the 1st quarter?

3. SEEK SUGGESTIONS; CONFIDE IN THOSE WHO MATTER



Get your best people involved. Your strategist might be new to you, but your trusted lieutenants in the company have stood by you for years.

Co-assign the task to a responsible senior member of your staff, seek suggestions from someone amongst your employees who has some experience in this, toss some ideas around, confer with your friends.

In bigger organization, you may seek your board's advice. Getting the board members to your side is oftentimes tough, because they're used to asking tough questions.

Their advice can help you to stay on top of things. Also, rope in your finance guys in regular discussions and meetings with your company's board as well as with your strategist.

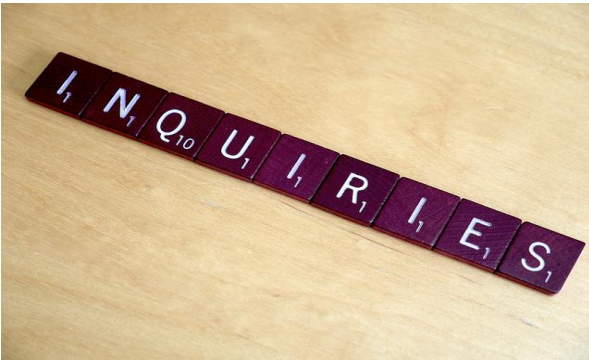
TAKEAWAY TIP

Steer clear of any big leaps in the beginning.

It's an uncharted territory, take it slow.

Involving more and more people will create clutter, so keep your eyes open and keep on separating the wheat from the chaff.

4. FOCUS ON LEADS



It's what most [digital marketers in Canada](#) are focusing on today. All your messaging, promotion, navigation paths have to channel your audience to your site. If done strategically it'll make your case stronger. See to it that all this messaging is centered towards leads and demand generation.

Strip it down to the basics. Are you getting enough leads? The answer should be in black and white or there's something wrong. Remember, the real ROI is calculated against the amount you spent, no exceptions.

Whatever it takes, Inbound marketing, Content marketing, conversion through website/blog, Social media, Outbound marketing, Email marketing, Display Ads., Direct Mailers, Events, Content Syndication—LEADS MUST FLOW IN!

TAKEAWAY TIP

Don't lose your focus. It's more like a rule of thumb. Getting leads is the prime responsibility of your digital marketing provider. How they plan to achieve it, should be explained by them to you in the beginning itself.

5. TWEAK, TWIST OR TURN YOUR MARKETING STORY UPSIDE DOWN



If you're headed towards less and less leads, it becomes essential to take stock of your marketing message. Sit down with your strategy provider. Chart out your priorities first. If you were initially focusing on a low-priced, sales oriented model, which has now reached a plateau, changes can be made on a macro (overall strategy) and micro (elements of the strategy) level.

You can go for a macro level change by adopting any of these two approaches

First, by focusing even more on what you were already doing, i.e., earning. So, you may go on a projects grabbing overdrive (if you have a service) or go into a selling frenzy (if you've got a product). You may re-work the whole model by lowering the cost a bit further, but putting more effort in upselling/cross selling when you actually contact the client.

The **Second** option can be to re-position yourself as a brand. This would help you catch some big fish (read: premium clients). Here your engagement with your clients will go up. Your messaging must now center around offering more and more value to the extent of personalized service. Revamp your website if need be. To go premium, you've got to look premium.

TAKEAWAY TIP

Listen to your strategist's advice, but make it your call. For instance, a change on a micro level can be—to use social media more wisely, not without a strategy/plan so it doesn't waste your time and resources. Similarly, if your audience isn't responding to a particular technique, don't wait to strike it off your list. It's not the Holy Grail. Find more such aspects to turn it around.

6. DON'T WAIT FOR PROBLEMS TO PILE UP; HIT THE SOS BUTTON NOW!

If your digital marketing strategy isn't working (your leads will tell you), take whatever action you wish to take NOW! Problems as small as multiple backlinks can snowball into something that can land your website into a penalty.



Even as Digital marketing industry touches \$50 billion mark in 2014, [at least 1/3rd of its traffic in online ads.](#), is found to be fake. Besides the no. of clients, the business you lose is beyond compare.

It's better to be sure that your Digital marketing isn't working, than being in any doubt or (worse) being under the impression that it's going well, when it's not. Sit down for an audit and see if it's time to push the panic button.

Businesses that don't sense the depth of the situation, run into bigger disasters. The more you try to force yourself out, the deeper you're sucked into it.

TAKEAWAY TIP

It's true that the changing ethos of Digital marketing makes it difficult for many to judge where they are heading. Take a bird's eye view of the status quo. If your strategist is applying all- done to death, trite tactics, a healthy situation can turn into an ugly one in no time. The strategy should be diverse in nature.

7. CONTINUALLY MASSAGE YOUR MARKETING TECHNIQUES

The speed at which digital marketing is transforming can make a host of companies feel they're relics of the past. Here's the thing- marketing trends may come and go, but buying instincts of humans won't vary dramatically (at least) in short spans of time. Try making some quick and immediate modifications in your existing strategy-:

- i. If you're into paid ads., experiment with your messaging a little, sound more enticing, make a webpage exclusively to host your offer.
- ii. Make mobile an important part of your strategy, if it isn't yet; and if it is, then focus more on it, [as around 50% of searches now happen on mobiles.](#)
- iii. Closely follow Google's algorithm updates like Penguin, Hummingbird, etc., and implement the changes accordingly on your website.
- iv. Emphasize on local search (that's where your actual customer lies). Mobile and Local searches are closely linked. Sit down to discuss with your strategist, how to best combine both of them.
- v. Get yourself reviewed and rated by previous clients through testimonials and include some case studies.

TAKEAWAY TIP

A bit of reputation management+ effective PR+ a nice and genuine digital word of mouth can do wonders. If your product or service is top-notch, nothing can hinder its popularity and eventually sales.

8. DON'T MAKE IT RAIN, BUT DON'T BE STINGY EITHER!



A [survey by Gartner in 2013](#) showed that companies are keeping an average digital marketing budget of 2.5% of their total revenue; and dedicate [nearly a quarter \(24%\) of their total marketing spend to paid searches](#). Your budget doesn't need to be monolithic, but should be enough to back up the essential elements of your strategy. Whether it's paid ads., social media marketing, affiliate marketing, reputation management—whatever you're emphasizing on.

Your strategist may coerce you into spending more or cutting your cost (a way of showing s/he is working in your favor); but decide for yourself. If your aim is to position yourself as a thought leader in your industry, content marketing is the way to go. Likewise, if you want to better your reputation, then reputation management should be considered. However, since most businesses focus on ROI and leads, paid ads., becomes a big chunk of their plan.

TAKEAWAY TIP

Procter & Gamble and Coca-Cola presently dedicates approximately 40% of their total budget to digital, much more than the 25% mark. The point is there's no particular benchmark you have to hit. To each, its own.

9. END THE AFFAIR WITH YOUR DIGITAL MARKETING PROVIDER, BUT ONLY IF YOU MUST

Assuming your strategist's approach hasn't worked for you; and assuming you've given him/her a fair share of chances, it's time to take some corrective actions. You have all the right to weigh your options, including replacing your strategist. But it's better to be sure than regret it later. Before going ahead, ask yourself:-



- i. Did the strategist put their best foot forward?
- ii. Did s/he keep you in the loop throughout the implementation of the strategy?
- iii. Did s/he tried multiple ways to tackle the situation, instead of just one or two?
- iv. Do you doubt their analytical abilities? If No, then what do you think went wrong?
- v. Revisit the reasons that made you choose him/her in the first place
- vi. How have you fared since taking them on board?

Also, did your strategist take up your case when it had hit the rock-bottom. Has your position improved at all, after having them on board, et.al. Besides, the people in your company who were coordinating with the strategist must be conferred with. If need be, remove them from the project, get someone who's more competent in your opinion.

TAKEAWAY TIP

Do what your experience tells you. If heads need to roll, then so be it. But, if they shouldn't, then they shouldn't!

10. EXPERIMENT. TAKE NOTES. GROW



Every digital strategy is driven by a set of goals aimed at realization of the ultimate plan. Once again get down to the basics, let your close association with your strategist be a source of learning whatever is worth. Not just from your own strategy, an analysis of your competitor's strategy can be an eye-opener.

For instance, if your prime competitor has some good quality back links emerging from guest content submissions, it might be beneficial to emulate it in order to fight off bad links (they can give you a hard time, even throw your site at the end of SERP's).

Let's say, if 60% your Digital marketing strategy concentrates on paid ads., 20% is reserved for social media marketing and the rest 20% is for achieving organic search results, try to grasp what goes into creating high-quality paid ads.

Ultimately, it's all about striking a chord with the user, and ultimately gets down to the basics of good ol' advertising (with just a changed medium and some newer restrictions).

TAKEAWAY TIP

Irrespective of what your strategist tells you or does, it's important to know how your product or service relates to your clients. If you want real engagement with them, do some real things; and you'll find yourself closer to them without effort.

FINAL THOUGHTS (FORGET TECHNOLOGY! THINK ABOUT THE CUSTOMER)

Your strategy provider hasn't descended upon from the above, s/he has no magic potion for fixing your needs. They'll just try to get in sync with your customers by figuring out how they behave with various digital touchpoints.

The online world is just an extension of the real world.

Picture yourself- as a cycle repair shop owner. In your everyday dealings with your customers, you must be using words like cycle repair, affordable cycle repair, etc.; must be maintaining a healthy rapport with your regular customers; must be coming up with some offers/discounts during the holiday season or some other time of the year; must be getting your advertisement published in the local newspaper.

All this can be adapted to the online medium. But, just because the web is a crowded place, the key to right visibility is accurate, authentic and interesting info, that'll lead your customers to you.

So, even if you've faced the Titanic of Digital Marketing, with no survivors, not even Kate Winslet- don't let your faith in Digital marketing be dented. Because, if done right- it will bring you the kind of business, no business owner in your league has ever witnessed!

WHY CHOOSE US ?

Ismoip Digital is full service digital strategy consulting & marketing agency.

REASONS:

- ✓ We talk results - no industry jargon
- ✓ We discuss desired results, outcomes, execution and next steps.
- ✓ We know how and when to say "No" .
- ✓ We don't just strategize. We do.
- ✓ Selling" is corporate avataar of "Persuasion"

WHAT WE PROVIDE?

- ✓ Digital Marketing Strategy
- ✓ Web Development
- ✓ eCommerce Development
- ✓ Brand Identity
- ✓ Social Media Marketing
- ✓ Search Engine Marketing
- ✓ Web Usability
- ✓ User Experience Design
- ✓ Web Analytics
- ✓ Display Text Ads.
- ✓ Display Banner Ads.

WHAT CLIENTS SAY

“Strategy consultation with Ismoip was thought provoking for our business and helped streamline our marketing strategies” - Eton College

Contact Us For A Free Consultation

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