

# TEN USELESS THINGS TO CUT FROM YOUR MARKETING



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By Corey Eridon

Corey Eridon manages the HubSpot Inbound Marketing Blog, creating content about SEO, social media, analytics, business blogging, marketing automation, and email marketing. She graduated with a Bachelor of Arts in English and History from Boston University. Before joining HubSpot, Corey worked as a marketer and consultant for businesses in both the B2B and B2C space, ranging in size from startup to the Enterprise.



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# A QUICK INTRODUCTION

The fast-paced world of digital marketing -- with all its technological advancements and iterative improvements to our marketing processes -- has theoretically made marketers' lives easier. We have more options, tools, and resources to be better, faster, and stronger. But the flip side of the coin -- and probably the more realistic manifestation of all these advancements -- is marketers are overwhelmed. It seems like every week there's something new we absolutely must be doing, lest we get left behind. Problem is a lot of this is outdated and an inefficient use of a marketer's time and budget, or was never a good use of time and budget to begin with.

We'd like 2014 to be the year you clean up your marketing toolkit. What are you wasting time on? What tactics are you needlessly holding on to like a marketing security blanket? What can you eliminate from your budget? This ebook is going to outline what many marketers waste time on and help you eliminate it for good!

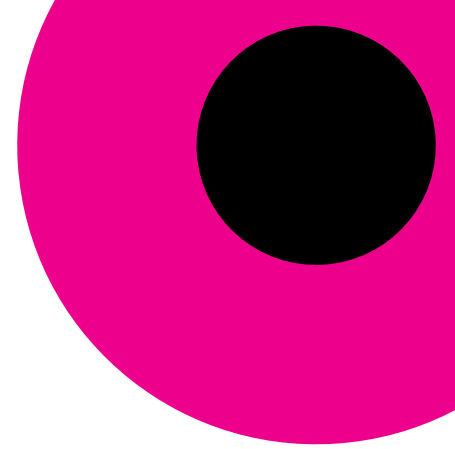


# #1: THE ON-PAGE SEO FIXATION

Most marketers are comfortable optimizing their web content for SEO because they know it's something well within their control. They hit the biggies -- H1, Page Title, Post Title, Image, URL, Content -- with their keywords, and sit pretty thinking they totally nailed their SEO.

Unfortunately, what we're comfortable with isn't always the best use of our time. On-page SEO, while something you should certainly spend a couple minutes checking out before you publish new web content, isn't something marketers should be obsessing over anymore. Google's algorithm is much more sophisticated than it was even a few years ago, so keyword optimization isn't going to cut it anymore.





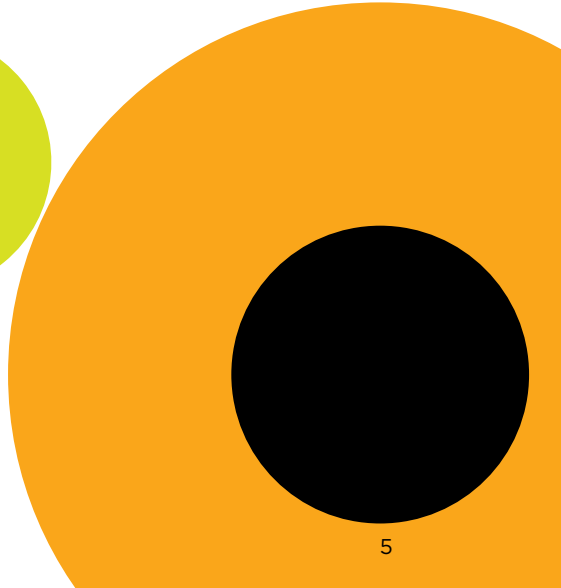
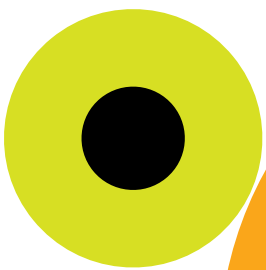
# CUT THE ON-PAGE SEO FIXATION AND START FOCUSING ON:

 Keywords

 Links

 User Experience

 Conversions



## #2: THE FIREHOSE BLAST OF BLOG CONTENT

Much like the social media bandwagon we've all jumped on, most marketers are convinced they need to be blogging for their business. Of late, some marketers have taken this concept to the extreme, pumping out content at an assembly-line pace. More blogging is better blogging, right?

Not necessarily. If you're trying to compensate for low quality with high quantity, you're doing yourself more harm than good -- readers won't regard your content well, and as a result, Google won't hold your domain in high regard either.

Additionally, if you're resource-strapped, there's a blogging volume sweet spot where you can rest comfortably. 70% of businesses that publish 2-3 times per week on their blog acquire a customer from it. Focus on quality over quantity.



# CUT THE BLAST OF BLOG CONTENT AND START FOCUSING ON:

Test the frequency of your blog publishing volume and uncover what you need to maintain the customer acquisition from that channel.



## #3 YOUR GO-TO MARKETING OFFER

To generate leads, you need a blow-out marketing offer your site visitors can convert on. But then you need another. And another. And another after that.

After a while you'll realize some offers perform better than others for lead generation, so you start using that offer all the time. Problem is, that offer can get over-saturated really fast, and what once yielded your best clickthrough rate will end up being mediocre at best.





# CUT THAT GO-TO MARKETING OFFER AND START FOCUSING ON:

Creating a new offer that'll capture people's attention. Look at historical data to see what topic has performed best for you, then find a way to make it 10 times better.



## #4 THOSE MILLIONS OF MICROSITES

To be great at SEO, you need inbound links. But to get inbound links, you need other sites to link to you. That doesn't give you much control. "Oh, I know! I'll create my own little websites -- many marketers have come to refer to these as 'microsites' -- and link to my domain from those!"

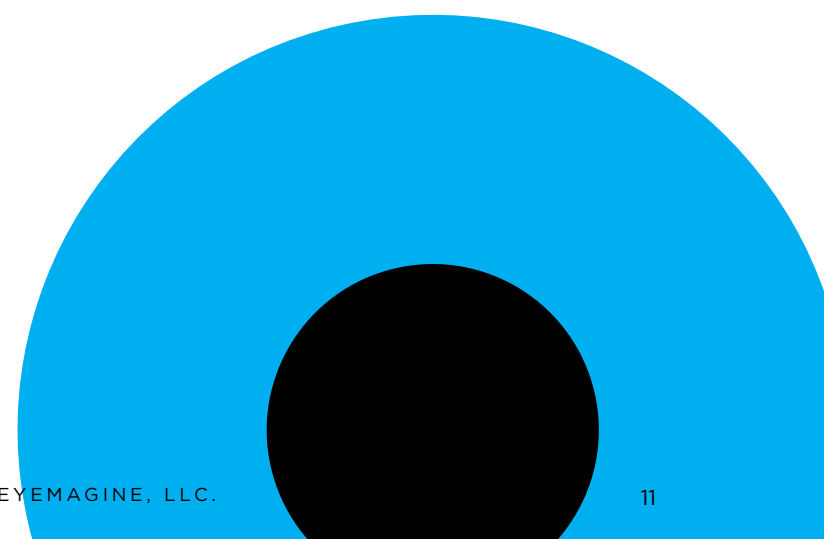
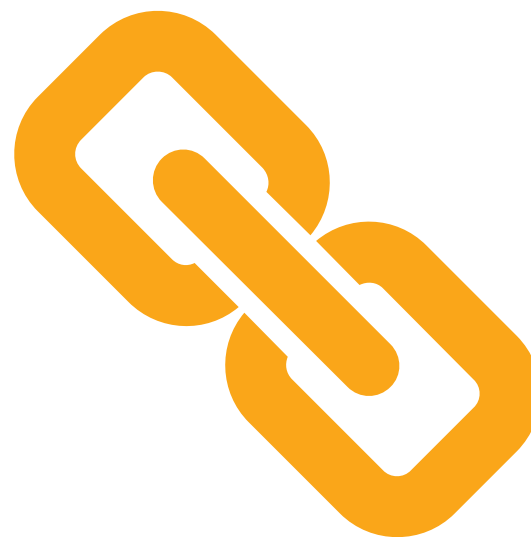
Drop this. First of all, maintaining a bunch of websites takes a ridiculous amount of time and money. Where are you getting all the content to keep them going? Plus, for your inbound links to mean anything, they need to come from a wide variety of high quality sites. Unless you plan on creating hundreds of microsites that have a ton of clout with SERPs, this strategy is a waste of time.



# CUT THOSE MICROSITES AND START FOCUSING ON:

Attracting organic inbound links. Work on creating content and marketing people love.

Do that, and you'll see the right kind of linking -- the inbound kind.



## #5 ALL THAT OVER-REPORTING

We're the last ones to say you shouldn't be reporting on your marketing, but the Big Data explosion has created a lot of time wasted interpreting numbers and analytics that don't really mean anything for you.

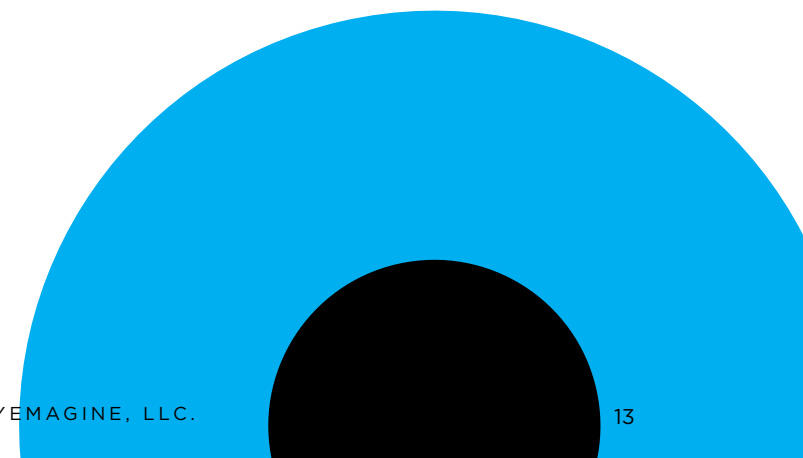


It's easy to spend an entire day diving into conversion reports, but what is all that information getting you? A lot of spreadsheets and numbers does not make a marketing strategy. Figure out exactly what numbers you need to know and do deeper dives into specific metrics as necessary. It's a better use of your time and provides more actionable advice than running hours of reports at the end of each month you never use.



# CUT OVER-REPORTING AND START FOCUSING ON:

The metrics you need to succeed. Analyze where your business has performed well, and where it has potential.



## #6 PRETTY MUCH ALL YOUR PRESS RELEASES

The thinking behind the millions of press releases businesses produce each year is they'll be placed on an external site when picked up and coverage will come with an inbound link. Also, you know, getting press coverage.

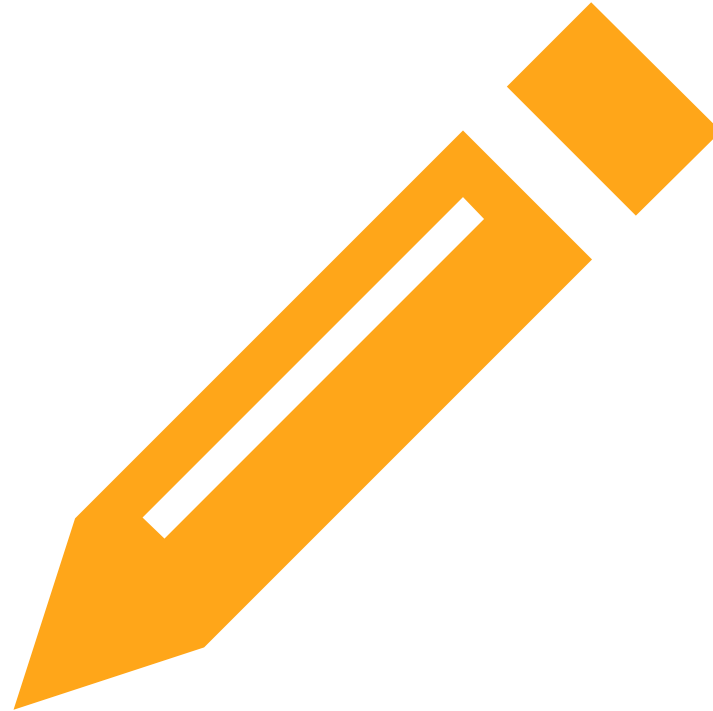


Unfortunately, almost all the press releases being churned out of marketing departments are not landing any actual press coverage. Plus, the releases that are picked up aren't exactly valuable inbound links when they're getting tunnelled out to low-quality sites.

Stop trying to weave an amazing story out of something relatively unamazing just so you have some PR fodder. It'll just make journalists get used to ignoring you, and your writing time is better spent on other types of content--like blog posts--that attract qualified readers and quality links.

# CUT ALL THOSE PRESS RELEASES AND START FOCUSING ON:

Spend your time creating content that actually drives traffic. Blog posts that are engaging and thoughtful are much more useful than boring press releases.



## #7 YOUR UNTARGETED PAID MEDIA SPEND

2012 saw a ton of advancements in paid advertising targeting options. For instance, did you know Twitter paid advertising now allows marketers to target their audience by interest or username? Or Facebook paid advertising now lets marketers target their audience by desktop or mobile? If you're investing in PPC in any capacity and using targeting like this, congratulations, you're doing it right.

If, however, you're dumping money into completely untargeted PPC, it's kind of like emailing your entire contacts database without doing any segmentation. Turn off your paid media spend that isn't leveraging targeting functionality, otherwise you're throwing your marketing budget right out the window.

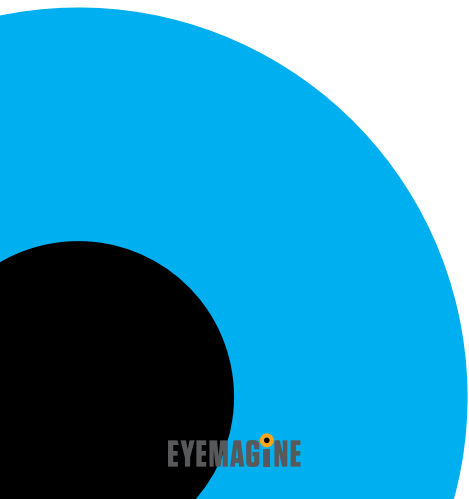
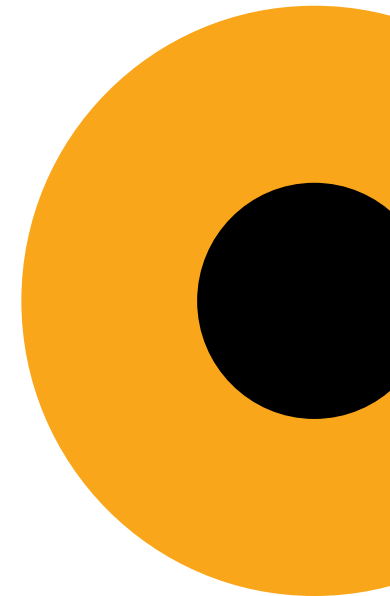






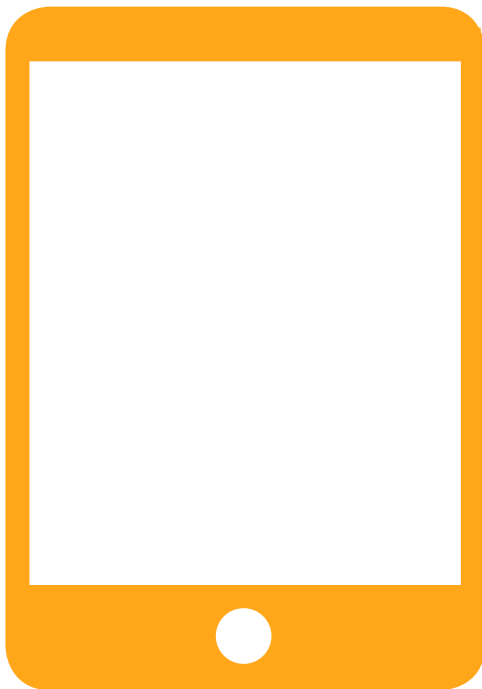
# CUT UNTARGETED PPC SPEND AND START FOCUSING ON:

Targeting your PPC campaigns to people you want to reach. Even if the overall volume is lower, the conversion will be higher.



## #8 THAT MOBILE APP YOU'RE DEVELOPING

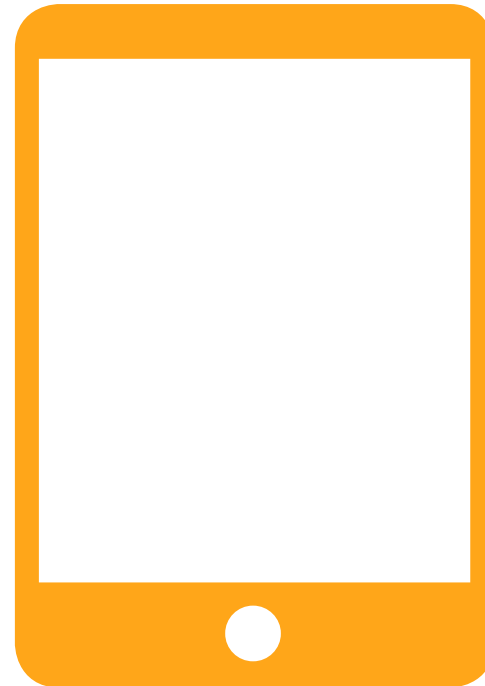
You unequivocally should be investing in mobile marketing. However, investing in mobile application development is a distraction and resource sap for most marketers.



There are well over a million mobile apps on the market and they're being released at rapidly increasing rates. On top of that, 25% of apps are downloaded only once and never used again. With a cluttered market and stickiness challenge, unless your mobile app is going to drive some serious results for your business, reroute your efforts to something that will give you a bigger bang for your buck.

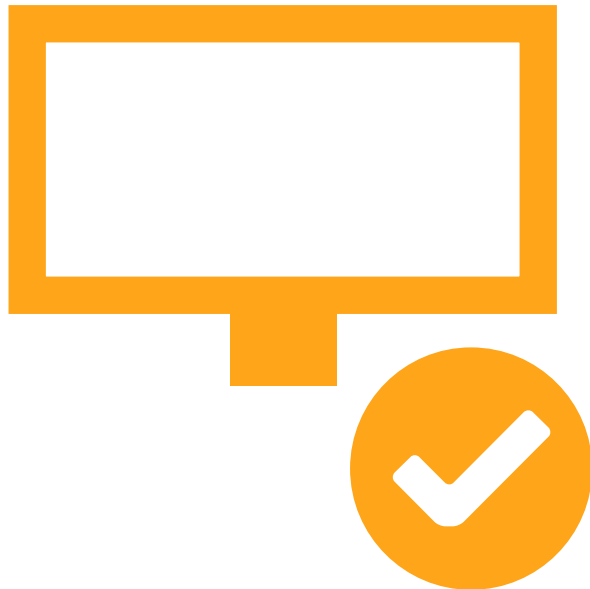
# CUT THAT MOBILE APP PROGRESS AND START FOCUSING ON:

Optimizing your entire web presence for mobile. The negative impact from having an unfriendly mobile presence will be far greater than the success of a mobile app.



# #9 YOUR UNNECESSARY WEBSITE REDESIGN

Full-fledged website redesigns start out sounding like a great idea and end up being a massive headache. They typically pull in more people than you thought would be involved, cost more money than you budgeted, and often adversely impact conversion.



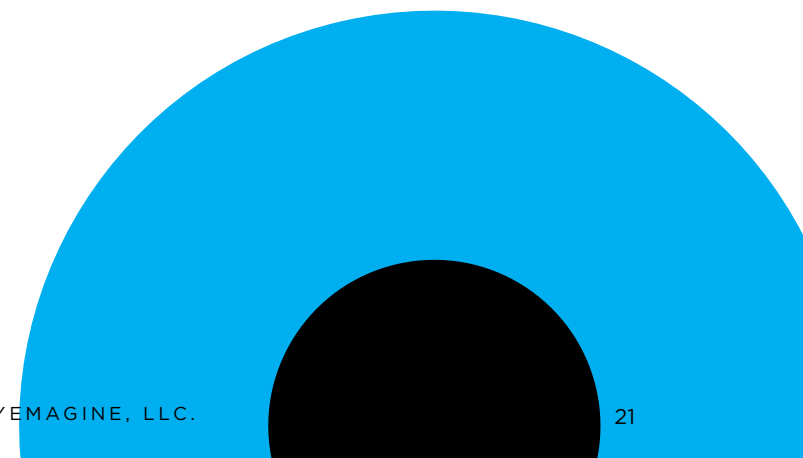
It's not that you positively don't need a website redesign in 2014 -- you very well may -- but before you overhaul what you've got, ask yourself if you can work in smaller chunks. Consider a series of A/B tests in which you incrementally improve upon parts of your website and apply your learnings on a wider scale once they're statistically significant. If you do learn a bigger redesign is needed, assess whether you have the in-house resources required to pull it off without derailing all your other initiatives. If you don't, for your sake and your marketing's, outsource it to a vetted professional.



# CUT THAT WEBSITE REDESIGN AND START FOCUSING ON:

A/B testing various components of your website to discover what smaller changes you can make to have a large impact on conversion.

A/B



# #10 THOSE SOCIAL NETWORKS NO ONE USES

Remember around 2007 when a small handful of marketers started using social media as a marketing channel? Do you remember how almost everyone in the industry thought it was either a) ridiculous, or b) not applicable to their business or industry?

Fast forward to today and most marketers are scared of being the equivalent of the one who said “Facebook is dumb” back in 2007. As a result there’s a lot of time wasted on social networks that don’t really work for you, but you keep using them out of fear of getting left behind.

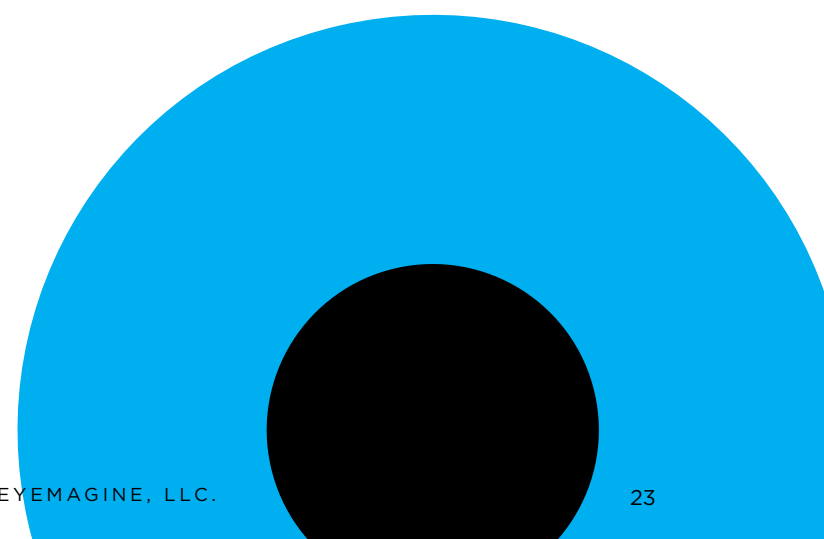
If the social networks you’re using aren’t working, now is the time to stop using them. For example, if you gave Pinterest the old college try and it’s simply not driving any meaningful business results for you, let it go. Just make sure you’re making your decision based on analytics, not gut feelings.





# CUT UNUSED SOCIAL NETWORKS AND START FOCUSING ON:

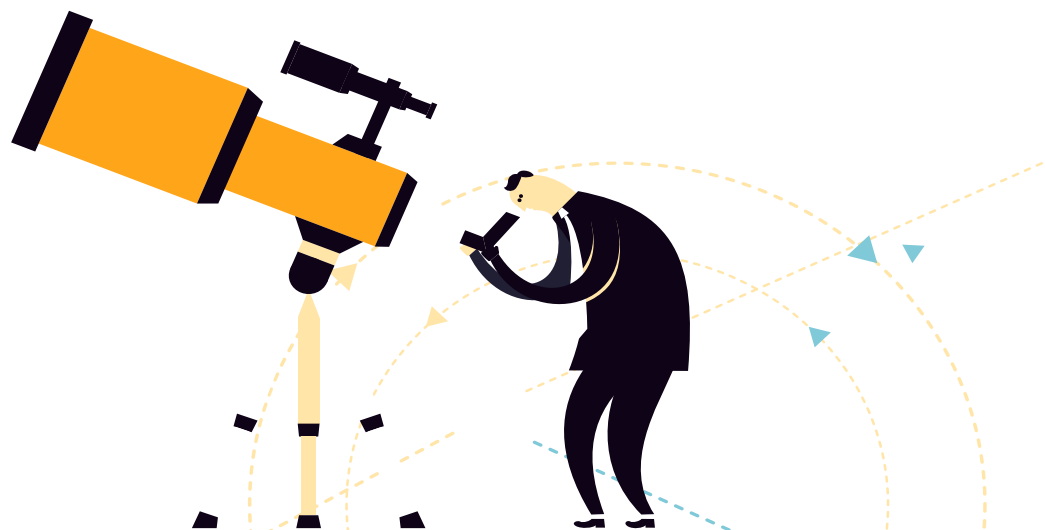
Optimizing the social media channels that are driving success for your business. It's okay to admit a particular network doesn't work for you.



# CONCLUSION

There's no time like the present to take a look at your marketing activities and figure out what's working and what isn't. If you're setting aggressive marketing goals for yourself, cutting some of the time wasters and ineffective tactics mentioned in this ebook will give you the bandwidth you need to pursue those new strategies.

Whatever it is you're resolving to do with your marketing strategy this year, make sure you resolve one extra thing: to constantly evaluate whether your activities are moving the needle. It's always a good idea to experiment with something new -- as long as you know when to say when with the latest and greatest. This kind of self-analysis will keep you running agile, up-to-date, and efficient marketing machine.







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