



MARKETING TRICKS THAT SCARE PROSPECTS TO DEATH



CHECK ALL THAT APPLY TO FIND OUT JUST **HOW SCARY YOUR MARKETING IS:**

YOUR WEBSITE IS NOT MOBILE-FRIENDLY

- Check to see if your website provides a pleasant experience on mobile devices with **Google's Mobile-Friendly Test**¹.

YOUR WEBSITE IS NOT SECURE (HTTPS)

- It's October, and Google has officially started issuing a "Not Secure" warning in the address bar to any website that collects information and does not have an SSL certificate.
- Check out this checklist for more information on [migrating to HTTPS](#)

YOUR WEBSITE PROVIDES A POOR USER EXPERIENCE

- Go through your site with the intent of accomplishing a specific goal. If it's difficult for you to complete an action, it will be difficult for your users as well.
- It's also important that your website's content is written specifically for users, not search engines.

THERE'S NO CLEAR PURCHASE PATH ON YOUR WEBSITE

- Even if your website looks great, it may not be performing the way you'd like it to. If it's not easy to make a purchase on your website, users are less likely to do so – resulting in missed opportunities for potential business.



YOU HAUNT YOUR CONTACT LIST WITH TOO MANY EMAILS

- According to **Campaign Monitor**², there is a negative correlation between frequency and engagement. When newsletters were sent to the same contact list on a more frequent basis, the engagement rates dropped.

YOUR ONLINE PRESENCE IS GHOSTLY (INACTIVE ON SOCIAL MEDIA, NO EMAILS, ETC.)

- In this day and age, if you're not active online, consumers are going to forget about your brand and are much less likely to purchase from you. It's important to maintain an active presence on social media, send regular email updates, and keep your website fresh with new content.



○ YOUR WEBSITE ISN'T UP-TO-DATE

- In the business world, a lot changes from year to year. How can a prospect trust that your website's information is accurate today if it was last updated in 2008? By not updating your website, you're not only losing trust from prospects, you're losing trust from search engines, too.

○ YOU DON'T ENGAGE WITH YOUR AUDIENCE ON SOCIAL MEDIA

- If a customer is reaching out to you – whether for a good or bad reason – a lack of response will give them and others a negative perception of your business.

○ YOUR SOCIAL MEDIA IS OVERLY PROMOTIONAL

- Social media is like a cocktail party; no one wants to hear someone brag about themselves. The cocktail party rule as applied to social media means that the majority of content shared should not be promotional in nature. You should talk to your prospects directly by asking them to engage with your posts, ask questions, or share their own content.

○ YOUR LANDING PAGES HAVE TOO MANY OPTIONS

- Having too many choices isn't always a good thing. According to psychologist Barry Schwartz in his book, "**The Paradox of Choice - Why Less is More**³," when consumers are presented with more choices, it becomes increasingly difficult to choose at all. Eliminate distraction by giving your prospects one goal to complete on each landing page.

○ YOU FAIL TO DELIVER A CLEAR MESSAGE

- If a prospect comes to your website and has no idea who your business is, what you can offer them, and why you're better than a competitor, they're not going to dig around to find out. Make your unique value proposition obvious.

○ YOU GIVE TOO MUCH INFORMATION

- Online users typically come to a website with a goal in mind. If what they want to find or accomplish on your website is buried, they'll search for a competitor with a more simple, intuitive interface.

○ YOU HAVE MORE BAD REVIEWS THAN GOOD

- By eliminating some of these scary marketing tactics, you might score yourself some stellar online reviews. It's well worth the time and money to delight prospective and current customers.

1 <https://www.google.com/webmasters/tools/mobile-friendly/>

2 <https://www.campaignmonitor.com/blog/email-marketing/2015/09/the-surprising-data-about-how-often-to-send-promotional-emails/>

3 <https://www.amazon.com/Paradox-Choice-Why-More-Less/dp/149151423X>

