

# The 4 Deadliest Marketing Mistakes Mid-Sized Companies Make

And how to fix them. Let's get right to it.

## Mistake #1: Chasing Tactics Without Strategy

Prescription without diagnosis is malpractice. Spending on ads, SEO, video, social ... without a unified message or end goal will not get you where you want to go. It's important to have a strategy and goals in place to ensure you're achieving the right results.

## Mistake #2: Talking About Yourself

Stop talking AT your customers. Customers care about what problem you solve for them. People buy drill bits not for the drill bit, but for the hole. What solutions do you offer?

## Mistake #3 Inconsistent Brand Voice

If your website, social, and sales teams all sound different, your audience is confused (and gone). Every touch point, message, and customer interaction with your brand must have the same voice – so they know and trust you!

## Mistake #4: Poor Internal Alignment

Your marketing is only as strong as the people delivering your promise. Businesses aren't built by one department alone. Sales, marketing, operations, and finance all have to be aligned and working toward the same goals like gears in a clock.

## What To Do Instead:

- Anchor your plan in real insights.
- Craft your WHY?
- Create campaigns that are strategic, not reactive.
- Align your team behind a clear brand identity.

Marketing doesn't fail because it's not creative. It fails because it's unclear. Let's change that.

