

Ebook

8 Biggest Mistakes made by Business Owners when doing Digital Marketing

Hi Friend,

Thanks for signing up for this ebook.

Allow me to introduce myself.

I am Maneesh Konkar. Yup – that's me below.



I run **Direction One – Digital**. We are a somewhat new agency (2 years old) and we have done tons of work with Tata Motors (Commercial Vehicles / Tata Motors Passenger Vehicles & Bajaj Auto) in the areas of Facebook / Instagram ads and Google Search, Display & YouTube ads training.

My background:

I am a corporate trainer with over 20 years of experience in Sales, Negotiations, digital marketing & leadership work.

I run Direction One Consulting (from 1999), a global training, custom elearning content development company & digital marketing training agency that has

been training leaders, middle level managers & young working professionals in B2C & FMCG Channel Sales, digital marketing, Leadership & B2B Negotiation skills for over 20 years now.

Since early 2020, we have launched our online courses site www.directionone.org with over 15 Online courses in Sales & Digital Marketing with Certificates. We have worked with over 20 elearning companies across Asia, Africa, Europe, Australia, US & Canada to kick start their online growth.

We also have readymade courses in our elearning course library on digital marketing, POSH, career conversations, sales, and marketing.

Our digital marketing services help clients run campaigns on Facebook & Google ads leading to **lower cost per lead and cost per retail** outcomes. With powerful training inputs, our clients can create strong social media profiles & run highly focused hyper local campaigns on Facebook, Instagram, Google Search, Display & YouTube ads.

On our **Direction One - Digital Hindi & English YouTube channels** we also provide high quality content on sales, digital marketing, leadership, seo and career success.

Contact us at +919820503710 or maneesh@directiononeonline.com to discuss how we could assist you in driving business growth by developing your people through blended learning, digital marketing or custom elearning content.

For more info on all this, check out www.directiononeconsulting.com

Our expertise: Custom Elearning Content Development. Sales, Negotiations, Digital Marketing & Leadership Training, Digital Marketing.

Here is the video that you signed up for.

The key points are detailed after the video.



1. Do you believe in digital?

What are the options for you to do advertising:

- a. Print.
- b. TV.
- c. Digital.
- d. Out of home.
- e. Radio.
- f. Cinema.

Digital is now at No 2 after TV, now accounts for 35% of all ad spends, ahead of print.

Digital will cross TV in 2024.

What percentage of your total ad spends are going towards digital?

2. The number & quality of your online presence:

Which of the following social media handles do you have?

- a. Facebook Business page.
- b. Instagram business account.
- c. Whatsapp page.
- d. Google Business Profile.
- e. Website.
- f. Linkedin page
- g. Twitter – X page

How active are they?

No platform will send traffic outside of its own platform.

Google will not send traffic to Facebook.

And vice versa.

How often do you post on them?

What kind of posts?

3. Search engine optimization – missing or poor.

Are you pages optimized for the right keywords:

- a. High search volume.
- b. Low CPC bids.
- c. Long tail with high purchase intent.

4. Poor Quality of Paid Media –

Routine paid campaigns are being run.

Poor targeting being used.

Targeting that is too broad.

18-year-olds are being targeted for \$ 45000 cars and SUVs.

65-year-olds being targeted.

Start and stop timelines. Running for 7 days only.

Only 2% of visitors buy on the first visit.

Less number of creatives being used.

5. Disengaged social media marketing.

Poor content quality.

Content not oriented towards engagement.

Content that is just product pictures and videos.

6. No remarketing being done.

Little use of full funnel campaign strategies.

Your ticket size matters here.

No use of custom audiences or look alike audiences.

7. Poor data analysis

Only impressions & clicks being tracked.

Little tracking of conversions

No one knows Cost per Lead or Cost per Retail metrics.

8. The CEO is the Chief Digital marketing Officer.

Are you personally involved in all this?