

# BRANDFORMULA BUSTERS

WE DEBUNK 6 COMMON MARKETING MYTHS

## “MY CLIENTS AREN'T ON SOCIAL MEDIA”

1



According to data carried out by Hootsuite, 3.48 billion people now use social media.

In fact, more than a million new people join social media each day!

It may be a common misconception that financial services firms don't need to be on social media.

Social media helps position your company in front of millions of online users.

A social presence also provides credibility and personality to your brand and service.

Source: Hootsuite

## “ALL I NEED IS A WEBSITE”

A web presence is very important if you're to be seen in today's digital world.

In fact, 93% of online experiences begin with a search engine.

However, nearly half of people only click on one of the first three listings.

Your website provides you with various opportunities to be seen.

You want to maximise these opportunities through a digital marketing strategy.

Source: Blue Corona



2

## “CONTENT MARKETING ISN'T IMPORTANT”

In fact, 91% of B2B brands use content marketing, so it's an important feature in marketing strategies!

You may have a couple of relevant blogs and features, but the work doesn't stop there.

You must have a good stream of content.

This also adds credibility to your brand and enables more opportunities for sharing content and routes into your website.

Source: Content Marketing Institute

3



## “I DON'T NEED TO MARKET TO MY EXISTING CLIENTS”

You may have secured your clients, and everything may be going well. But what's to say they won't jump ship when there is a better deal?

You must keep your client base engaged.

This could be through a regular newsletter, social media, or perhaps a loyalty reward scheme.

In fact, acquiring new customers can be up to 25x more expensive than retaining existing.

It's a no-brainer!

Source: HBR



## “LONG CONTENT IS UNENGAGING AND USELESS”

In fact, according to MarketingProfs, long-form blog posts generate 9x more leads than short-form blog posts.

Long content is also greatly valued by search engines. When you search something online, those result rankings aren't random - they are carefully selected by 'bots'.

Bots review web pages and content to ensure that search results closely match what the visitor requires. The more accurate your long content is for that search term, the higher up your page and company are positioned within the results.

Source: Marketing Profs

5

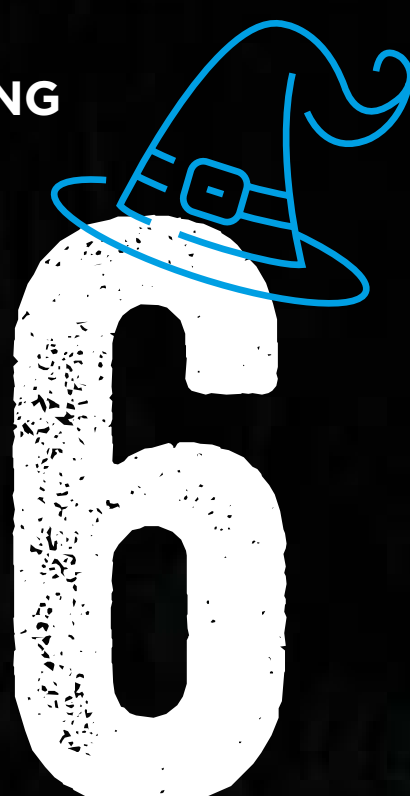


## “B2B MARKETING IS ABOUT MARKETING TO BUSINESSES, NOT PEOPLE”

This couldn't be further from the truth! It may be called business-to-business marketing, but people run that business and it's those people that you are trying to entice.

So, rather than tailoring your content to be well received by a business entity, don't be afraid to make it personal.

Make sure you understand who the key decision-makers within the business are, and therefore who you are targeting and speaking to.



6