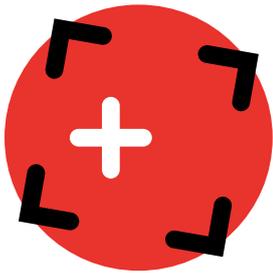


# WHY MARKETING CAMPAIGNS FAIL...

and what to do  
about it



# Let's look at a campaign to HR decision makers for example.



Reason for failure:

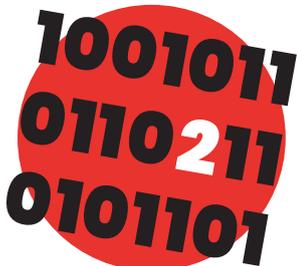
## 1. Lack of focus

Unlike many other senior job roles, Human Resources (HR) covers a range of general personnel and specialist areas, including: recruitment, health and safety, learning and development, payroll/compensation, and workforce planning. In small organisations, one person may wear all of these 'hats', but in larger enterprises it is likely that different people will be responsible for different areas. So as well as targeting key decision makers, such as HR managers and directors, it's also vital to connect with the people who will have a specific interest in and knowledge of your service or product or other reason you have for connecting.

Sending communications to the office manager or just the HR manager or director may not get the attention and response you are looking for. They may well see it as another piece of junk clogging up the inbox and press 'delete'.

### BEST PRACTICE

Build up or buy in a freshly researched business list with the specific job titles of HR people who you need to target.



Reason for failure:

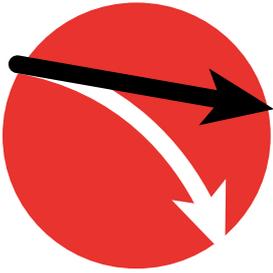
## 2. Poor data

Poor quality, out-of-date data is a real killer and will cause even the best thought-out, well-intentioned and expensive project to fail. Studies show that up to 70% of key-contacts data decays over the course of a year.

If your in-house data is poor and not GDPR compliant, you will need buy some in or outsource the research. Unfortunately, buying in data doesn't guarantee that it's accurate, recently researched or includes the level of detail and focus that will make your campaign a success.

### BEST PRACTICE

If the project is costing £ thousands, then obtaining high-quality data should be at the forefront of decision making. Find an established, trusted supplier, be specific about what you want and get samples to test.



Reason for failure:

## 3. Lack of persistence

A campaign should be planned and organised properly, allowing three months or more to start seeing results. Be aware of the six-point rule – you will probably have to make contact with people six times or more before they bite. And by ‘contact’ we don’t mean a hard sell, but rather a development of the relationship over time. You should NOT be pressing for an order as this raises barriers and alienates people. If you can demonstrate you have a timely solution to their requirements for goods or services, you will have more chance of them placing an order when they are satisfied and ready.

### BEST PRACTICE

In addition to the initial push to make potential buyers aware of your products or services, you need five other “low-push” reasons to make contact. These could include:

- sending a link to something interesting and relevant
- free samples
- a testimonial
- being aware of their business activity so you can congratulate them, for example, on their expansion plans

This requires an efficient CRM or other system for tracking communications and reminders. And having an ongoing feed of business news stories to tap into to enable you to make warm contact.



Reason for failure:

## 4. Poor quality messaging

This can be due to a range of issues, such as taking too long to get to the point, not being tailored to the audience, not focusing on just one, clear message/call to action, too wordy, poor choice of imagery, etc.

These issues may be in your campaign collateral or on your website. The landing page particularly needs to match/acknowledge the focus or style of your campaign. If it doesn’t, visitors won’t hang around for long. We all live in a time-poor world these days.

### BEST PRACTICE

Ensure the landing page lives up to your campaign message, style and tone of voice, with good, clear calls to action so it’s easy to make contact. Even if the rest of your website isn’t up to scratch, a well-thought-out landing page delivers what the visitor expects and means they are less likely to start delving into the rest of the site.



Reason for failure:

## 5. Lack of clear campaign goals

An unclear idea of what actually constitutes the success of a campaign and no way of measuring it, means a campaign can look like it's failed when it hasn't. For example, just one conversion from a campaign to 500 people may pay for the project and provide opportunities for up-selling and repeats. So that's a success. Hoping that dozens of enquiries will result is unrealistic and disheartening and can lead to good ideas being abandoned too early.

### BEST PRACTICE

Decide what success would look like and how you will measure it. Repeat the campaign, compare and contrast. ROIs are important, but so is raising awareness of your products and services; making new, sometimes slow-burn contacts; learning from your mistakes and successes and making adjustments where necessary.



Reason for failure:

## 6. Poor timing

If the target organisation is doing badly, they may not be interested in certain products and services, such as luxury goods, but they might be interested in cost-saving services. The key is getting in there at the right time with just the right service or product. If they don't need it, can't afford it, or have just bought it off someone else, you're wasting your time.

### BEST PRACTICE

Keep your finger on the business pulse. Be ready for opportunities when they occur. A business strategy for this would be very useful. Buy into a business-news-feed subscription that does all the hard work for you, so you never miss an opportunity and can target businesses that are probably going to be very glad to hear from you.

So there you have it: our tips on making the most of your marketing campaign, with trusted, focused and freshly researched data at the heart of it. If you already have a data-services provider who can offer you the tools you need, you're already half-way to success. But if not, Alert Business Intelligence provides the full range of services mentioned and we're here to help in any way we can.

Phone: [Ray Murphy on 07814 770621](tel:07814770621)

Email: [ray.murphy@alertbi.com](mailto:ray.murphy@alertbi.com)

Visit: [headsof.com](http://headsof.com) for more information

# Freshly researched B2B decision-maker contacts



## COVERING THE PUBLIC, PRIVATE AND NOT-FOR-PROFIT SECTORS

HeadsOf.com is a live database of freshly researched senior decision-making contacts across the private, public and not-for-profit sectors.

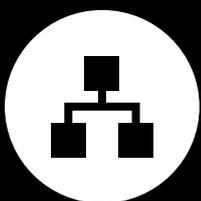
Up-to-date contacts data is the lifeblood of any organisation. Without it, sales, marketing, customer service and other outbound communications will achieve mediocre success at best – if they don't fail completely. Result: an expensive drain on time, resources and profits.

HeadsOf.com is different from other contact information service. It provides details of both the individuals and the organisations they work for, and how to contact them – freshly researched and freshly delivered. It could revolutionise the way you work.

The data is available across three major B2B sectors – private, public and not-for-profit. These are broken down into 30 sector groups and 160 sub-sectors, searchable across: 10 business functions; 100s of job titles; gender; 12 UK regions; all major towns and cities; hundreds of thousands of organisations; and internationally.

AND, if your legal reason for processing personal data is Legitimate Interest, you can make B2B contact without the need for prior opt-in consent.

**Discover how HeadsOf.com can transform your outlook and results, whatever your budget, size of organisation or type of challenge being faced.**



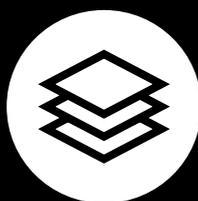
**3 Sectors:**

Private, Public and  
Not-for-profit



**30 B2B**

Sector groups



**160**

Sub-Sectors



**12 UK**

Regions



**10000+**

Organisations