

**This E-Book could save you thousands of dollars.  
Don't make these 3 Common Marketing Mistakes.**

---



# About the Author

---



## Professor Ken Ninomiya

Creative Leader, [eknlinks.com](http://eknlinks.com)

Professor Ken Ninomiya ([eknlinks.com](http://eknlinks.com)) is a creative and innovative growth marketer who builds business through targeted consumer engagement campaigns. Prof. Ken has successfully launched over \$100MM in products and services, helping several companies build their global strategy while holding leadership position with top-tier global brands. Prof. Ken is an author, lecturer, sales coach, and expert in marketing and business development.

Prof. Ken founded ekn links, an innovative social media, marketing and strategy firm focused on sales growth and consumer engagement. ekn links specializes in opening new markets, finding new business, and building opportunities.

With 20+ years of leadership, Prof. Ken has provided seminars and workshops in China, South America, Europe, and throughout the U.S. Prof. Ken is currently an adjunct professor teaching Social Media, Marketing and International Business. He is originally from Queens, New York and has called Florida home for over twenty years.



@eknlinks



@kenninomiya

# Table of Contents

---

Introduction	pg. 4
Not Understanding the Power of Marketing. Lack of Uniqueness. Be Different!	pg. 5
You Do Not Know Your Target.	pg. 6
Target Marketing Worksheet	pg. 7
Special Social Media Offer	pg. 8
	pg. 9

**Marketing is both an Art and a Science.** The idea of successful marketing is to “win” the consumer with a purchase of your goods. Most marketers struggle with doing this cost effective and without making many costly mistakes.

Most marketers will make these 3 basic mistakes discussed in this E-Book. This “Three Mistakes of Marketing” E-Book will review these mistakes and help to provide some details that may save a marketer from making a costly marketing mistake.

# Introduction

**Ninety-seven percent of all new products offered to the marketplace will fail. Seven out of ten new companies will go under within their first year.**

In all cases of market failure, the negative results can be traced to poor strategy and lack of execution. Products and companies fail because of common mistakes in their marketing.

Marketing mistakes can be better labeled as costly marketing “missteps” in today’s fast paced environment. A marketing “misstep” is hard to recognize during the process of trying to create a business but when the results are measured against flat sales or products that go nowhere, they are easy to spot.

Most marketers make these three basic mistakes: not understanding the power of marketing, not recognizing the uniqueness of the product, and improper consumer targeting. This “Three Mistakes of Marketing” E-Book will review these three mistakes and help to provide some details that may save a marketer from making a costly multi-million dollar “misstep.”



# Mistake #1

## Not Understanding The Power of Marketing

**Everything is marketed.** People, places, things, ideas, products, services and dreams. Marketing started long before the techniques we will discuss in this e-book were developed. Cavemen had to market fire to one another, explorers had to share the benefits of an untapped land, the founding fathers of America had to help the public understand the new government. **Marketing is the foundation of business**, enterprise and improvement in the quality of our lives. Marketing is used to help educate, persuade and offer a targeted consumer a product or service.

Marketing starts with a great idea. The idea must then be converted into a tangible element that someone else can believe in. Marketers want to tell a story and have someone else believe in this story. **A great marketer is a great communicator.**

As a marketer you make a promise to your consumers. Marketers must deliver on that promise every single time. Consumers expect the products and services they choose to meet their daily needs and deliver on the promise. **Do not over promise.**

**A marketer should work on delivering value and quality** while making the product different. Marketers want to create long lasting relationships with their consumers and want their consumers to fall in love with them. A great marketer who understands the power of marketing will create this life-long relationship with their consumers.



# Mistake #2

## Lack of Uniqueness. Be Different!

**Marketers must produce a product or service that is different.** Most successful marketers find a need that is not yet filled and create a product to fill it. Marketers must look to make something different to innovate a marketplace. This point of differentiation will separate the marketer from the competition.

Marketers must first understand a point of differentiation as they map out a strategy of the marketing plan.

**How is the product or service different from what is already offered?** This is a very important concept in marketing that must be thought through completely. A marketer must be able to easily **define the unique selling proposition (USP) of what makes their product different.**

### Basic Business Strategies



**Be Different.**



**Be Low Price.**



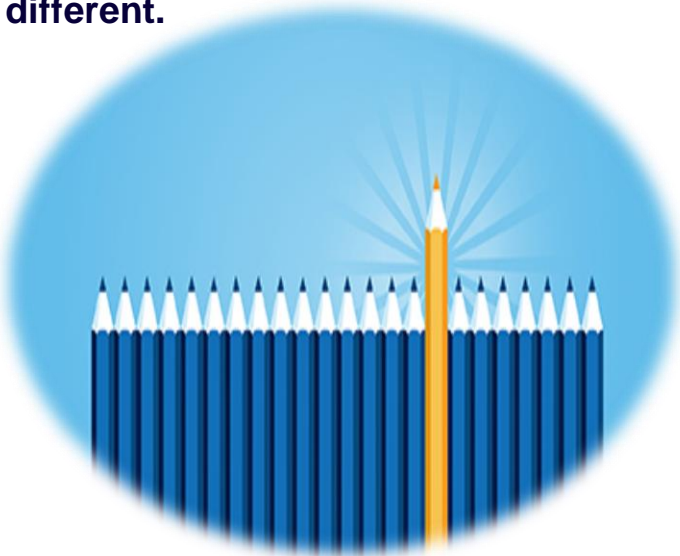
**Be High Tech.**



**Be High Price.**

Differentiation can come in many forms. A service can be different by operating hours, service expectations, performance expectations, deliverables, and even pricing. A product can be different in shape, size, packaging, expectations, performance and price. There are many ways to make an offering different but marketers must decide on how to do this. Remember to make it different, **make it unique and make it your own.**

Low budget products are usually made of inferior components and rely on heavy marketing but drive revenue through volume at low prices. Innovative, high tech products have a very short product life cycle and often have a narrow focus of their targeted markets. Understanding how your products are different is vital in developing a successful marketing strategy.



# Mistake #3

## You Do Not Know Your Target.

Marketers need to define new product target markets and potential markets. To do this, marketers must eliminate any markets that seem to be too far reaching so that proper focus can be concentrated on the targets that have a better chance of a return.

Identifying your target market requires choosing a group or segment that fits best with the product features, benefits and value proposition. **The marketer will need to develop a reasonable strategy that appeals to that specific target market.**

**There are no secrets** to building market share and creating a brand. There is no right or wrong approach to go about the strategy of hitting a target. Marketers will know if it is right when sales start to climb and consumers start to buy the product time and time again – repeat purchases. **Marketers start to build a brand when they reach a repeat purchase level with the consumer.**

The basic strategy of building a BRAND requires that consumers know the Product, how it solves their problem and buy it often.

What marketing promise does your product make? What is your overall market message?  
Is your message clear and focused?  
**Do you know who your target audience is and does your message connect with them?**

### A marketer should review these basic questions:

- Is the market worthy of being a target market?
- Is this a large enough market to support the revenue objectives?
- Is the market growing?
- Is your company prepared to deliver the needs of the target?
- Does the target meet the overall plans, goals and strategy of the company?



# Be Prepared. Be Ready. Be Good.

If you present a product to the market prematurely your chances of success are greatly minimized. Use this checklist below to cover the most important questions that need to be answered before product launch:

1. Have you identified a problem that needs to be solved?
2. Have you properly identified possible competition?
3. Do you know who your target audience is?
4. Do you know how to explain what your product does and why it exists?

## Target Marketing Worksheet

What do your targeted customers want and expect?

What are the trends and product innovations in this category?

Are there market changes demanding product changes?

How much are customers willing to pay for something unique?

Have you designed products to meet the targeted needs?

Can you communicate effectively about your products to the target?



# Consumer Engagement:



ekn links builds business with target consumer engagement through social media, marketing and strategy.

## eknlinks.com

ekn links, an innovative social media, marketing and strategy firm focused on sales growth and consumer engagement. ekn links specializes in opening new markets, finding new business, and building opportunities.

We create customized programs to assist our business partners in the development of their sales and marketing efforts and to help execute their global go-to-market strategy.

ekn links works with your executive team to implement strategic sales, product, and marketing programs. We work to create consumer engagement programs to generate and build new consumers while increasing sales and revenues, creating sound marketing strategies, introducing new product strategies and positioning your company for growth.

**Get a Social Media Management plan for only \$249 Month**

Three Mistakes of Marketing  
Written by Ken Ninomiya  
January 2012© 2015© 2019©  
ekn links. Miramar, Florida 33029  
www.eknlinks.com