

EXPLORE YOUR ENTHUSIASM

EPISODE 157: WHAT PEOPLE GET WRONG ABOUT MARKETING

There is one thing that so many people get wrong about marketing, and it drives me crazy. Today we're going to talk about what people get wrong and how YOU can get it right, to ensure everything you're doing on social media is effective.

Here's what people are getting wrong about marketing: They think it's about the tools. That marketing = Instagram, email, your website. That if only you could break the code of TECHNICALLY using those tools, you'd grow your business. In other words, this belief is about the tactics - how to use hashtags or how to write compelling email subject lines.

Marketing IS about the tools, and your marketing on Instagram will become more effective if you learn how to use hashtags or you write engaging descriptions. But this is the LAST step of effective marketing.

What people get wrong is they jump right to do this, without doing the stuff that matters more, the foundational strategy planning, first. You can have a giant Instagram account and have no income at all, if you don't know the mission and strategy of those tactics. To learn more about mission, strategy and tactics, listen in to [episode 89](#)

So here's the thing people get wrong:

Marketing is not about using the right tools, it's about speaking to the right people.

Your marketing won't be effective, no matter how great your tools are, if you aren't talking to the people who want to buy your product. And above that, if you aren't CONNECTING with them, talking about what they care about in a language that resonates with them.

I see our creative community get all frothed up about the newest tool and strategies and that stuff is fun, but you will find it SO frustrating if you focus on the tools before you focus on the people.

Before you use the tools, figure out who your business is serving, who will love your products. Then figure out what they care about, and how they talk about your work, so you can use that language.

And then you can use the tools.

Now I have other podcast episodes about finding your people:

<https://taraswiger.com/podcast117/>

<https://taraswiger.com/podcast94/>

Here are some of the first articles I ever wrote about Right people:

<https://taraswiger.com/customers-changed-business/>

<https://taraswiger.com/connection-your-right-people/>

If you want to finally apply this to your own business, we do exactly that in my class with Joeli, Elevate your Business. We start with the deep strategy of who your people are and how to talk about your work in a way that resonates with them. THEN we dive into specifics of applying that strategy to your tactics: on your website, social media, YouTube, and emails.

The class only opens a few times each year, and it is open right now and closes on May 17th. Head to taraswiger.com/elevate to join us!

And if you're listening to this later, you can still go to TaraSwiger.com/elevate to sign up to be notified next time the class opens!