



# 3 basic mistakes in marketing management result in LOW ROI marketing

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Whatever financial situation firms fall in such as loss, break-even, or profit; they often seek for marketing solutions in the hope of improving their business.

However, after some time spending heavily on marketing, most of them could not increase either sales or ROI marketing to the expected extent.

Then, they question themselves:



From the perspective of general management, there are three following basic mistakes in managing marketing business often makes that cause the situation: **HIGH investment, LOW ROI marketing.**



# Mistake 1 - Vagueness

Every firm understands marketing is an effective tool to obtain more customers, thereby increasing sales. However, they have not been able to take advantage of the marketing power to its fullest due to the lack of comprehensive marketing knowledge in Vietnam

Some marketers are aware of traditional marketing techniques such as identifying marketing strategies but they do not know much about online marketing. Vice versa, others, the so-called online marketers, are more aware of advanced techniques such as email marketing, SEO,... but have no or little knowledge of foundational marketing such as marketing strategies, customer life cycle,...

In another word, they confuse with steps included in a comprehensive and effective marketing process.



## Mistake 2

# Insufficient process

Not only Vietnamese firms but many Duct Tape Marketing clients worldwide used to focus mainly on tactics (or the “surface” marketing activities - programs that people can see) such as advertising, promotion, SEO, Facebook...

In fact, in order for those tactics to work (attract targeted customers, make them buy then become loyal customers), they should be oriented by a series of "backstage" activities of researching and analyzing such as strategies, customer leading system,...

Many firms nowadays do business without a right marketing strategy, SEO without knowing what are the keywords their targeted customers usually use to Google their products, establish websites without optimizing website structures which would cause lower ranking in search engine result page SERP, or look for every way to increase Facebook fans without spending a second considering if these fans are their targeted customers.

In conclusion, marketing would produce expected returns if it follows a comprehensive process: **first** identify the "backstage" activities such as competitive research, segmentation, differentiation,...; **then** use the "backstage" information to orient the planing and implementing tactics.



## Mistake 2

# Incorrect implementation

Although executing marketing in accordance with a comprehensive process is a must but it does not ensure success if the execution is not right.

For example, many firms come out with big marketing plans every year including both strategies and tactics but their sales are still low because the process of developing and implementing marketing plans is incorrect.

In order to be effective, firms must establish **auditing, analyzing, and evaluating systems** for all marketing activities, especially online marketing. There are many free and useful tools offered by Google like Google Analytics, Google Search Console (previously known as Webmaster Tool), Keyword Planner... that can help business recognize mistakes, thereby refine their marketing plans and execution to achieve maximum efficiency.



# Conclusion

In the context that “website surfing” is a popular habit of the society, marketing techniques must change often and become much more complicated in order to catch up with this new consumer behaviors and frequently updated online engagement tools as well as search engine regulations. Therefore, any firm (including small and big, local and foreign invested) may make mistakes in managing marketing, hence waste their effort, time, as well as money. As a consequence, they fail to achieve the desired outcomes.

Once marketing activities are carried out **correctly**, **synchronously**, and **comprehensively**; they will impact each other and generate a competitive advantage that help improve ROI.

In another word, firms should combine all marketing activities into one system and run this system in accordance with a comprehensive and effective process. Only then will firms see clearly what are the marketing activities needed to be done to get expected results.

As marketing has nowadays played an increasingly important role in any business, it is the time owners and CEOs of small and mid sized of business adopt a new habit:

***They should learn basic knowledge of a comprehensive and practical marketing system just as they know about a financial report in order to be able to direct the marketing in a way to bring about the highest return possible.***



# About us

Ha Bac Nguyen is the founder of the website <https://marketinghieuguqua.vn>. She was certified as a Duct Tape Marketing Consultant by Duct Tape Marketing Company in December 2014.



She graduated from Foreign Trade University, a leading Vietnamese economic university, in 1993.

Ha became the first Marketing Manager in charge of marketing operation at Coca-Cola in the North and Central of Vietnam when this multinational company made its first investment in Hanoi in 1995. She was the one who laid the foundation for the marketing system in these regions.

Ha was sent to University of California, Riverside in the USA to acquire in-depth marketing knowledge during the time working for Coca-Cola. She then returned to the company to continue contributing to its development.

In 2000, Ha left Coca-Cola to become the Director of Tan Cuong company which specialized in producing cardboard packaging. Its main customers included Cai Lan Vegetable Oil (manufacturer of well-known Neptune and Simply brands), Vinamilk and Coca-Cola.

Ha joined DIA company as the Deputy Director in 2007. DIA is a real estate developer which specialized in two industrial zones: Phung and Ha Binh Phuong. The company also developed some other new urban areas in Hanoi.

In late 2015, she established the website [marketinghieuguqua.vn](https://marketinghieuguqua.vn) to provide business and marketers with knowledge of a SIMPLE, PRACTICAL and EFFECTIVE marketing solution called [Duct Tape Marketing](#) methodology which has been proven successful through the better accomplishment of thousands of Duct Tape Marketing customers worldwide. This website is also a tool Ha uses to share her point of view on **an effective and comprehensive way to carrying out marketing** as well as updated marketing knowledge prevailing in the world.

