

It's not you, it's me

Have you ever wondered why some ads work and some don't? Some ads don't work because they are missing crucial information or they are too convoluted or weird. Some ads just don't stimulate interest or excitement. And some ads miss their target completely by being placed in the wrong medium.

Yes, sometimes, it is the marketing effort that is to blame. Sometimes the creativity wasn't there or the strategy was not the best.

But (of course there is a but), sometimes it is what you are selling, your offer, that is to blame. In other words, your marketing is fine but your offer is not.

Many times I get dozens of emails advertising an event. The event is posted everywhere. All the correct information is there. Perhaps there is a great headline. But the date conflicts with something else. But the price is too high. But you just bought something similar. **The offer is off.**

Sometimes, what you are offering is not what the customer wants.

For instance, a local marketing association is having an event about LinkedIn. Another organization in town had a similar event just a few weeks ago. Furthermore, the event costs \$60. It is too much for me. There was nothing wrong with the marketing for the event except the offer didn't entice me (in this case it was the cost).

If you are failing to bring in people to your event or buyers to your store, examine your offer. Is the offer fair? Is the offer special? Do people like the offer? Don't blame your marketing until you make sure you have a good offer.

Sometimes you have to think, it's not you, it's me.

Do you have examples of an ad with a bad offer? Please share!!!