

3 Mistakes You're Making in Marketing in 2025



Mistake 1 - Letting AI run your marketing department



Problem

AI is powerful, but it's not creative. Creativity is uniquely human. When brands rely solely on AI, ideas tend to become homogenized—every brand ends up sounding and looking the same.

Solution

Treat AI as a tool, not a replacement. We advise our clients to brainstorm creative ideas themselves first, then use AI to enhance and refine those concepts. This approach ensures you stay connected to the creative process while keeping the all-important human element in your ads.

Mistake 2 - Not truly understanding your customer



Problem

Without a deep understanding of your customer, it's hard to address their real needs and desires. Generic messaging falls flat because it doesn't resonate.

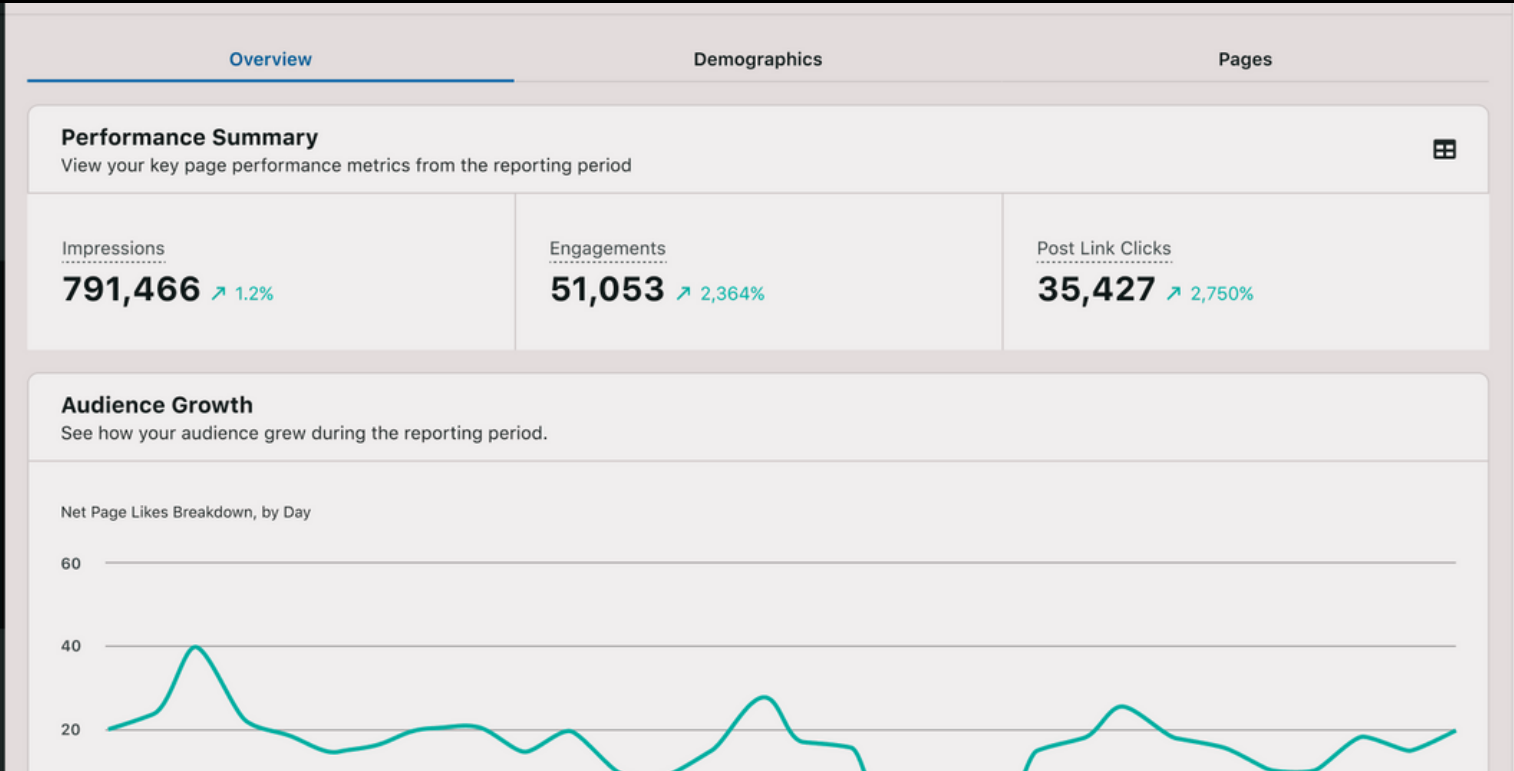
Solution

Conduct surveys and create a Dream Buyer Avatar. Ask questions like:

- What are their dreams and desires?
- What does a typical day look like (create a schedule from 8am–9pm)?
- Where do they spend time online and offline?
- What is their preferred method of communication?

This process helps you tailor messaging that truly connects.

Mistake 3 - Attribution vs Metrics



Problem

Many clients want a clear ROI from advertising—e.g., “I want to see my ad is working.” But sometimes clicks are low, leaving them unsure of performance.

Solution

Don't rely solely on ad metrics. Look at overall business metrics to assess impact. For example:

- If revenue increases after ramping up Facebook ad spend, that's a strong indicator the ads are driving purchases.

Focusing on business outcomes, not just ad clicks, provides a more accurate measure of success.

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"Distinguished Tech took the time to listen and work over my ideas. They ultimately enhanced my image which has improved my digital presence on social media, much more than I imagined. They were very professional and they executed the project well on time. A job well done!"

Eppin
Director and Founder



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