

STUPID SH*T MARKETING SHOULD NOT DO

Want marketing to help you hit your practice's number? Then, stop asking them to do these tasks that waste time, money, and resources.

- 1 Clean up CRM data.
- 2 Respond to an RFP that you neither shaped nor knew was coming.
- 3 Make your presentation "pretty."
- 4 Redesign your logo just "because its time."
- 5 Build a "cooler" website.
- 6 Rebrand your firm or practice to "build" awareness.
- 7 Manage your office's annual "picnic" or any other HR event.
- 8 Do another brand study.
- 9 Sponsor a favorite charity event.
- 10 Get your clients tickets to anything.
- 11 Brainstorm "strategically" about some one-off marketing program.
- 12 Name anything that is not proprietary, offers no competitive advantage, AND plays no consequential part in your growth strategy.
- 13 Send an email blast about your latest client win (or anything else).
- 14 Brand a new product that has only one client project and no due diligence.
- 15 Develop an ad to be run once—anywhere.
- 16 Help you or anyone on your team manage your personal brand.
- 17 Produce a "brochure."
- 18 Post to your personal social media accounts.
- 19 Send out holiday cards.
- 20 Grow your firm or practice without a coherent, realistic business strategy as a foundation.