

# 5 MOST COMMON DIGITAL MARKETING PAIN POINTS

Recognize the symptoms and fix the root causes.

## WE DON'T KNOW IF OUR MARKETING IS WORKING

Upgrade your analytics capabilities to **measure ROI and track conversions** wherever they occur, online or offline. Integrate your digital marketing metrics, website analytics, phone call tracking, and CRM systems to get the full performance picture.



## COMPETITORS ARE TAKING OUR MARKET SHARE

Conduct a thorough **competitive analysis** to understand how their positioning, digital footprint, budgets, and content differ from yours. Determine if you want to approach head on or exploit their weaknesses.



## WE NEED MORE DATA

Audit your **data collection tools and methodologies** to understand if you truly need more data or if you can make better use of the data you already have.



## WE HAVE HIGH AGENCY OR MARKETING TEAM TURNOVER

Set **clear expectations** and focus on building strong **partnerships based on trust**. Rallying around shared goals enables teams to achieve the best outcomes.



## WE ARE REACTIVE RATHER THAN PROACTIVE

Clearly **articulate your business objectives and success metrics**. Then develop strategies, tactics, and timelines to accomplish your goals. Determine the person(s) accountable for each and schedule regular progress checks.

