# Marketing Mythbusters

Six common marketing misconceptions, and the truth behind them.

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SUPERCHARGED FRACTIONAL MARKETERS

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Six common marketing misconceptions, and the truth behind them, from the fractional marketing experts.

## Marketing is full of myths

The world is full of well-established knowledge that simply is not true.

Marketing is no different. Our field is laden with misconceptions, quite a few of them spread by self-proclaimed experts who talk the talk to business owners without the experience to back it up.

Between them, our marketing directors see the same six myths again and again.

## Myth 1: Marketing is all about lead generation

New leads mean more business, and generating them is marketing's job, so surely marketing is about leads? Yes and no.

Lead generation is one function of marketing, not the whole of it. Marketing shapes your brand, your employer brand, your pricing, your customer service, your retention, in fact almost everything your business does.

A useful way to see it is that marketing has four jobs: to define, find, win and keep customers, each carried out at the strategic, operational and support level.

Lead generation is a single point on that grid. Important, but one part of a much bigger whole.

## Myth 2: Marketing is all about brilliant ideas

People remember the famous slogans and assume the catchphrase is all that matters. If marketing were that easy, we would all be out of a job.

A memorable line is the visible tip of a plan built on research, testing and measurement.

Every classic campaign you can name started as an objective and a strategy, and the creative idea came in to serve it.

The businesses that keep a slogan do so because it is proven to work, not because it is clever.

Inspiration matters, but only inside a plan that covers the objective, the strategy, the execution, the testing and the adjustment.

## Myth 3: Marketing is an expensive cost

Marketing does cost money, from salaries to software to advertising.  When you cannot link that spend to profit, it is easy to see it as pure expense. But marketing is an investment, and it should return more than it costs in terms you can actually measure.

The fix is to start the very first conversation in the right place. Not with channels or trends, but with what success looks like and what it takes to get there.

Work back from what a customer is worth over their lifetime, through how many leads make a sale and how many contacts make a lead, to what it costs to produce them. If your marketing lead starts with digital and stats before working through those questions, they are dealing in myths.

## Myth 4: Anyone can do PR

Public relations still carries an image of long lunches and schmoozing journalists, a hangover from the 1980s. Today's PR is more professional, more accountable and far broader. It covers key messaging, audience targeting, events, awards, analyst relations and crisis management, and it can show a return when clear goals are set.

For smaller businesses, PR is often a cost-effective way to build relationships, and it carries more credibility than advertising because it is a conversation with trusted figures rather than pure promotion.

At its heart, PR is about reputation, taking charge of your brand's story so you can share your wins and address your failings. It is a full-time skill, not a job for whoever fancies the long lunch.

## Myth 5: You cannot measure ROI in digital marketing

Digital specialists often judge success on their own terms: views, likes and shares. Whether that moves the bottom line is treated as someone else's problem.

In truth, marketing is always about return, even online.

It is fair to say digital ROI is not easy to pin down, because customers meet your brand across many channels before they act. But you do not need expensive software.

Two measures tell you most: marketing as a share of your sales, and the cost of acquiring a customer.

Track those alongside customer lifetime value and retention, and ignore the impressions and reach that get digital teams excited. Follow the money, not the vanity metrics, and you will find your ROI.

## Myth 6: Writing good marketing content is easy

Anyone can post a few hundred words on a Friday, so content must be simple, and something the interns can handle. But your customers find you through your content, on your website, your blog, your videos, and good content is a much taller order than bad content. It is not cheap, fast or easy.

A single short piece takes hours of concept, research, drafting, editing and formatting, and that is before distribution and replying to comments, so in practice a piece is usually spread across many working days.

**Good content** is led by your audience and their problems, aligned with your brand, carefully planned, and aimed at excellence rather than the perfection that stops anything getting published. **Bad content**, full of errors and ignored comments, damages your brand simply by existing.

Take the time and do it properly.

## The real myth-buster: expertise

Marketing is plagued by mythology, and most of it comes from honest misunderstanding rather than bad intent.

Not everyone can be a marketing professional, and the real key to busting these myths is realising you do not have to be.

As a business leader, you need to know enough to tell good advice from bad, and to have someone you trust handle the rest.

This is where fractional marketing comes in. The Marketing Centre gives businesses access to senior marketing expertise, fractional marketing directors, managers and digital experts, on a part-time basis.

They have the experience to cut through the myths and show your business the right way to go, for a fraction of the cost of a full-time hire.

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**Real business results.**

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