

# Top Advertising Mistakes to Avoid

- Desire for instant gratification.
- Attempting to reach more than your **budget** allows. You must have reasonable expectations.
- Spreading your budget too **thin** in different mediums. You should dominate one "cup" before growing in a different medium.
- Creating **ads** instead of **campaigns**.
- Confusing "response" with results.
- Confusing "donations" as dollars spent on advertising. You need to **brand** your business. Radio can do that for you. (Examples of confusion: Year-book advertising, your logo on T-Shirts, etc. Sponsoring youth sports teams, etc.). Donations are not "true marketing dollars".
- "We don't advertise. We rely solely on word-of-mouth." Radio is controlled word-of-mouth. Note: Not all word-of-mouth advertising is "positive". Radio is a controlled source for what is heard about your business.
- Take the long-term approach vs. the quick fix.
- Establish "brand" vs. event marketing.