



four reasons

Why Your Marketing Isn't
Working (& How to Fix It)

TREEFROG MARKETING



A common question we receive from small businesses is, “Why isn’t my marketing working?”

If your marketing isn’t delivering the results you need, you **MUST** determine the answer to this question. Because, the fact of the matter is that selling a great product/service and offering an incredible client experience isn’t enough to build a successful small business. Yes, these are key factors; however, hard work can only take a business so far.

If you want to take your business to the next level, you have to be able to effectively reach and connect with potential customers in a way that makes them want to buy from you. In other words, if you want your business to grow, your marketing has to **ACTUALLY WORK**.

In this guide, we’re going to explore the four most likely reasons your marketing isn’t working **AND** how you can fix these issues.

Let’s get started!

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Treefrog Marketing

Chances are, your marketing isn't working for one of four reasons.

Now, there could be more than one reason your marketing isn't delivering the results you need to take your company to the next level. But, more often than not, ineffective marketing is a result of one of (or a combination of) four things:

1. [Lack of clear, customer-focused messaging](#)
2. [Not having an effective marketing strategy](#)
3. [Poor or inconsistent marketing systems](#)
4. [Inexperienced marketing leadership](#)

Again, in this guide, we'll explore each of these reasons, as well as what you can do to solve these problems.





PROBLEM #1

Problem #1: Lack of Clear, Customer-Focused Messaging

Arguably the biggest marketing mistake we see small businesses make is failing to create clear, customer-focused messaging.

You can build a stunning website, post a reel a day, implement sales funnels, and do all of the marketing things you're "supposed to do." However, all of these efforts and tactics are a waste of time, money, and resources if your messaging isn't clear.

In other words, **clear messaging—which is communication that your ideal customers can understand quickly and easily—is the key to successful marketing.** Because, in order to convert prospects into paying customers, you have to know what to say to connect with your ideal customers, hold their attention, and make them want to do business with you.

The Solution: Develop Marketing Guiding Statements

The best way to clarify your message is to write (or [work with a marketing professional to write](#)) your [Marketing Guiding Statements](#).

Marketing Guiding Statements are written guidelines that position your brand and business as a trusted partner. And, the process of developing these guidelines or statements gives you the information you need to write clear, concise, and effective messaging in a story-based framework.

When you take the time to create [Marketing Guiding Statements](#), you can refer to these statements as you work on writing website copy, blog posts, social media posts, or developing any other kind of content to make sure your marketing:

1. Is customer-focused (rather than braggy or salesy)
2. Has the power to convert your ideal customers

Essentially, think of your Marketing Guiding Statements as the GPS of your marketing efforts. Once you write them, as long as you follow them, you'll more easily get to where you want to go.





PROBLEM #1

How to Write Your Marketing Guiding Statements

Because we know that small businesses' marketing cannot succeed without clear messaging, I would love to share two resources with you:

1. Learn how to write your Marketing Guiding Statements with our FREE mini course.

If you'd like to DIY your messaging and learn exactly how to develop your Marketing Guiding Statements, take our free [“How to Write Your Marketing Guiding Statements”](#) mini course.

Take the course!

PROBLEM #1

2. Let our team help you develop messaging.

Sometimes, we're too close to our own businesses to develop clear, concise, consistent messaging. (Or, we just don't have the time.)

This is why our [marketing partnerships](#) include our team writing your Marketing Guiding Statements for you. We've helped hundreds of small businesses clarify their message so that they can see success from their marketing.

[Explore Marketing Partnerships](#)

WARNING: First messaging. Then strategy.

Before you can design and implement a successful marketing strategy, you have to determine your messaging. Because, without clear messaging, you won't be able to connect with your ideal customers or hold their attention.

Before you move on to problem #2, make sure you have a clear message.





PROBLEM #2

Problem #2: Not Having an Effective Marketing Strategy

Another reason your marketing may not be working is because you don't have an effective marketing strategy.

The fact of the matter is that there are all kinds of marketing tools and tactics available. However, your time and resources are valuable. And, as a result, **you need a marketing strategy that works—not a bunch of marketing tactics and suggestions pieced together that waste time and money.**

I'm excited to share that there actually is a marketing strategy that is proven to consistently generate results for small businesses: the [flywheel marketing method](#).

The Solution: The Flywheel Marketing Method

The flywheel marketing method is a marketing strategy where your website and online marketing efforts are in sync and function as a flywheel to continually produce results—even when you're not in the office or paying much attention to your marketing.

Setting up flywheel marketing does require a lot of work upfront, but once it's in place, your marketing will more or less continue to work on its own—just requiring minimal maintenance—which is ideal for busy small businesses.

The flywheel method includes four phases:

1. Understanding your audience and creating clear messaging
2. Building a strong foundation with a strategically built, SEO-optimized website
3. Creating content and a sales funnel that serves your ideal client well
4. Promoting your services and content

We use this exact strategy for all of our agency clients at Treefrog, because we have found it to be the most effective marketing strategy for small businesses—regardless of their industry. In fact, **we've had agency clients experience more than 800% growth as a result of the flywheel marketing method.**





PROBLEM #2

How to Implement the Flywheel Marketing Method

There's nothing we want more than for your small business to succeed. As a result, if you'd like to learn more about how to use the flywheel marketing method, there are two resources I want to share with you.

1. Learn how to implement the flywheel marketing method with our free guide: "The Most Effective Marketing Strategy for Small Businesses: The Flywheel Marketing Method."

In [this guide](#), we walk you through every step of the flywheel marketing method so that you can make this strategy your own.

[Access Guide](#)

2. Let our team develop your flywheel marketing system.

While this marketing strategy is proven to be highly effective, handling every aspect of this strategy on your own—or even with a small team—may not be the best use of your time.

After all, several skill sets and knowledge you may not currently have will be required. And, the time needed to learn these new skills will likely take hundreds of hours—which will prevent you from focusing on other important aspects of your small business and inhibit business growth.

If you'd like to get this strategy up and running quickly and effectively, our team would be happy to develop and implement your [flywheel marketing strategy](#) for you. Again, our team has successfully managed digital marketing strategies for hundreds of small businesses—with some seeing more than 800% growth.

[Explore Our Digital & Flywheel Marketing Development Service](#)





PROBLEM #3

Problem #3: Poor or Inconsistent Marketing Systems

If you already have clear messaging and an effective marketing strategy, another reason your marketing may not be working is a lack of marketing systems. In other words, if you don't have marketing protocols and standard operating procedures in place (e.g. a process for running Google ads or developing and posting social media content), **your marketing efforts will inevitably get put on the back burner** as you and your team work to juggle the many other aspects of running a small business.

We have witnessed countless businesses spend a lot of time and money “brainstorming” marketing ideas or even mapping out their flywheel marketing strategies. However, a lack of systems results in failure to implement.

This is a problem, because if you want to take your small business to the next level, you have to actually implement and manage your marketing strategy.

Solution: Develop Marketing Systems & Protocols

You need to create marketing systems so that every member of your team knows exactly what tasks they're responsible for, your marketing is streamlined, and your marketing strategy is implemented in full.

How to Create Marketing Systems & Protocols

Having marketing systems and protocols in place is so important that I want to share two ways you can build such systems: one that requires a time investment and one that requires a financial investment. This way, you can choose a solution based on what you can feasibly afford at this stage in your small business.





PROBLEM #3

1. Create SOPs for every marketing task.

If you or members of your team handle your marketing procedures internally, you need to create standard operating procedures for any and all marketing tasks. This includes detailing (even if it's simply in a Google Doc) exactly how and when to complete tasks, where information and resources can be found, what softwares and programs to use for each task, and simply how to get things done so that there's no room for questions or for any tasks to be forgotten.

2. Add a fractional CMO to your team to oversee all aspects of your marketing efforts.

In case you aren't familiar with what a [fractional chief marketing officer](#) is, a fractional CMO is an outside expert brought into your small business on a part-time basis as executive leadership to understand, refine, and manage your marketing initiatives, spending, resources, and staff in order to improve your overall sales.

A fractional CMO has several responsibilities, but one of their most critical tasks is to ensure the creation and implementation of marketing systems. Yes, you or a member of your team can design and implement systems on your own. However, one of the many advantages of working with a fractional CMO is that they already know what systems, protocols, and softwares work well, and you can leverage their expertise to have successful marketing systems up and running as quickly as possible—which will help you see business growth sooner rather than later.

If you're interested in adding a fractional CMO to your leadership team, I want to encourage you to explore our [fractional chief marketing officer service](#). By working with a fractional CMO, you'll give yourself the capacity to focus on other business responsibilities while being able to feel confident that every aspect of your marketing is being handled with expertise that will lead to results.

[Explore Our Fractional CMO Service](#)





PROBLEM #4

Problem #4: Inexperienced Marketing Leadership

While you're an expert at what you do, you likely don't have time (or the desire) to become a marketing expert. However, having experienced marketing leadership is critical to the success of your company.

If you or a member of your team are trying to piece together different marketing tactics and learn about the latest marketing trends as you have time, **your marketing may not be working simply because you don't have the right marketing leadership and guidance.**

Unfortunately, there isn't a shortage of bad marketing advice available online. This leaves most small businesses trying one marketing tactic after another without seeing results, which wastes time, wastes money, and prevents business growth.

Solution: Find a Marketing Partner with a Proven Track Record

Marketing shouldn't be something that you have to stress about—or manage on your own. So, no matter what type of marketing partnership you choose (e.g. a [fractional CMO](#), a [marketing agency](#)), it's important to have someone with experience dedicated to overseeing your company's marketing strategy.

But, how can you determine which marketing leadership option will benefit your business the most? Honestly, it boils down to your specific needs. For strategic and executive-level leadership and ongoing high-level insights, a [fractional CMO](#) is probably ideal. If your business faces a particular marketing challenge or project, a consultant would be a great fit. Or, if you're looking to enhance your marketing skills and want more of a guided learning experience, a marketing coach is the way to go.

Now, if you're looking for a partnership that takes almost all of the work off of your plate, then you'll want to find a [marketing agency](#) that fulfills both a leadership and execution role.

Gain Experienced Marketing Leadership & Guidance

Again, there's nothing we want more than to see your small business thrive. As a result, there are a few links and resources I want to share with you.





PROBLEM #4

1. Take advantage of FREE small business marketing resources.

We feel called to help small businesses grow, and as a result, all of the work we do and content we produce is backed by decades of experience, data, and extensive research.

So, whether you're a small business owner, manager, or marketing manager, we want to invite you to take advantage of these [free marketing resources](#):

- [Our Small Business Marketing Blog](#)
- [Free Guides & Mini Courses](#)

Even if your small business isn't financially ready to invest in marketing leadership, these resources will give you clear, proven marketing guidance.

2. Partner with Treefrog Marketing.

As a [marketing agency for small businesses](#), we've spent more than two decades providing trustworthy marketing leadership and building and implementing strategies that help small businesses grow—some by more than 800%.

When you leverage our experience, you'll:

- Clarify your vision for both your marketing and your business
- Streamline your marketing strategy and build effective systems
- Gain sound marketing leadership
- Achieve your growth and sales goals more effectively

If you're ready to add a trusted marketing partner to your team—whether that be on an annual contract or to complete your next marketing project—schedule a [discovery call](#).

Schedule a Discovery Call





What if ineffective marketing is the *only* thing preventing you from reaching your business goals?

How many times have you told yourself, “When X is done, the business will be where I want it,” or, “All I need to do is X, and revenue will finally be where it needs to be”?

Lazy people don’t start small businesses. As a result, I know you work hard in everything you do and that your natural inclination is to grind until you see results.

And, that’s an incredible quality. However, what if your effort isn’t the problem? **What if the only thing preventing you from reaching your business goals is your marketing?**

Hard work, great products and services, and exceptional customer service are all key factors in building a successful small business. However, these things can only take you so far. In fact, most small businesses plateau simply because their marketing doesn’t work.

You work too hard for ineffective marketing to stand in the way of reaching your goals. So, please use this guide to assess the performance of your current marketing efforts, and don’t wait to make changes.

Use a proven marketing strategy to take your small business to the next level!

You don't have to fix your marketing alone. If you're ready to start seeing real, measurable results, check out our [marketing partnerships](#).

Explore Our Marketing Partnerships

