8 Mistakes Small Businesses Must Avoid



- [ ] Not Knowing your Competition
  - [ ] Businesses must keep track What their competition is doing to keep up with industry trends
- [ ] Constant Self-Promotion
  - [ ] Customers do not enjoy aggressive self-promotion & brands that only talk about their products and services
- [ ] Setting Unrealistic Goals
  - [ ] Make sure the goals you set are S.M.A.R.T ; set goals that are realistic and achievable
- [ ] Presence on all Social Media Channels
  - [ ] Spreading your business. every social media platform is not a good idea; focus on channels that are relevant to your industry
- [ ] Not Strategizing
  - [ ] Businesses must plan initiation, implementation and execution strategies of their business activities.
- [ ] Not Checking for Grammatical Errors
  - [ ] Make sure all your content is appropriate and grammatically correct for your users to consume.
- [ ] Not Measuring your Effort
  - [ ] Measure and track the efficiency and results of all the efforts made by your brand or business
- [ ] No Interaction with Customers
  - [ ] Businesses must give supreme importance to customer engagement and interaction

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