

# 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