



7 MISTAKES

**small business
owners in Davao
terribly commit
(that you can avoid!)**

1) Hard selling

Almost every minute, I can see my friends posting products on Facebook. It is either on their own profile, or on business groups. There is nothing wrong with selling. What's wrong is that they do not employ [content marketing](#) for their business.

2) Duplicating content across social media pages

Most small business owners wanna be everywhere on social media. While they may produce content, they're doing it wrong. What they do is simply replicate their content from one platform to another. What I can suggest is content repurposing. You may check these [3 types on content to consider in marketing](#).

3) Little or no digital presence

This is evident among small business owners who are baby boomers. I personally know one who does care about having his business in the digital space. What needs to get done is creating social media pages, having a website, and publishing valuable content for the target market.

4) Unoptimized images on social media posts

Not everybody knows how to optimize images posted on social media (such as Facebook) to easily get found through social media SEO. One way of doing this is by setting an ALT TXT for your photos.

5) Unautomated payment practices

Most Dabawenyos are still doing the old-school way of doing financial transactions – paying money on hand. Business owners should consider modern payment solutions like DragonPay, PayMongo, and similar platforms. Also, considering to hire [a sales funnel expert](#) is a good idea.

6) Poor branding

There are quite a few business owners whose business names are only using “Davao” in their branding. To me, I find this to unfair for other business owners as this is taking advantage in terms of SEO. We gotta play fair. Another thing are poor quality and inconsistent creatives. In posting content, visual elements should be consistent. In other words, we need to stick to our branding colors – whenever possible (unless for other reasons).

7) Not allocating budget for marketing

This is a sad reality among small business owners here in Davao city. Many have become business owners – but not all are thinking of building towards marketing for their business

If you need help with your digital marketing initiative, talk to your Digital Lourd.



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