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5 MISTAKES

KEEPING YOUR STARTUP INVISIBLE ONLINE

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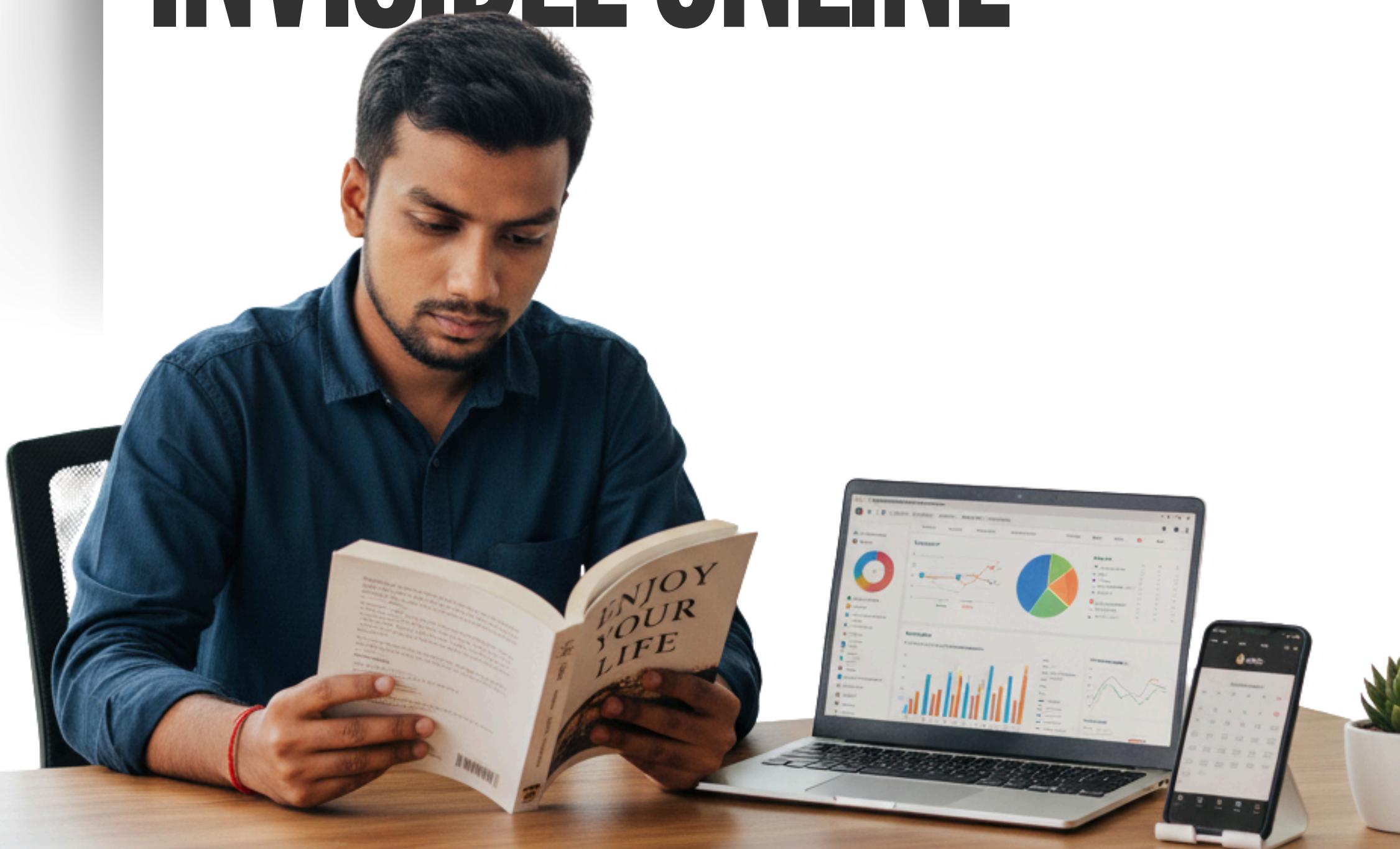
1. No Clear ICP

Problem: Marketing to "everyone."

Impact: Wasted ad spend, low conversions.

Fix: Define your ICP → demographics, pain points, buying triggers. Build content for one persona at a time.

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2. Vanity Metrics

Problem: Obsessing over likes, impressions, followers.

Impact: Feels good, but doesn't drive revenue.

**Fix:** Track pipeline metrics → leads, CAC, LTV. Align campaigns with sales outcomes, not ego.

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3. Copy Strategies

The Problem: Startups mimic big brands or competitors.

Impact: What works for Nike won't work for a 3-person SaaS.

Fix: Build context-driven, trust-first marketing. Test small, scale what works. Don't copy—customize.

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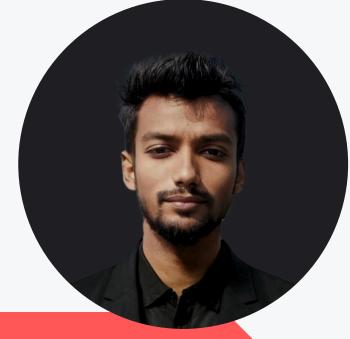
4. Ignoring A/B Testing

The Problem: Most founders "guess" instead of testing.

Impact: Wrong headlines, CTAs, or creatives burn budget fast.

Fix: Run systematic A/B tests on hooks, creatives, and landing pages. One optimized headline can cut CAC by 30%.

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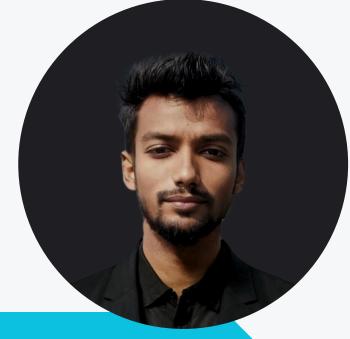
5. Inconsistent Brand Messaging

The Problem: Website says one thing, ads say another, socials say something else.

Impact: Confused customers don't buy. Trust breaks.

Fix: Audit your brand voice, visuals, and promises. Consistency across all touchpoints = credibility + conversions.

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Your startup isn't invisible because of the algorithm. It's invisible because of avoidable mistakes.

Which of these 5 mistakes do you see most often in startups?