

Title: The Difference Between A Good And A Bad Marketing Campaign Is Expertise

Meta tags/ description: Learn why it is important to use an experts expertise for your marketing campaign.

Keywords: expertise, marketing campaign, marketing, campaign, marketer, marketing experts,

Body: Marketing experts are all around us. However, there is a slight difference between a marketing expert and a marketer with expertise. The second one being the actual professional with the experience. While an expert could be just about anything, a marketer with the expertise assures clients they are looked after by the right person.

If you are not confused yet, let me explain. In the age of technology, it is fairly easy to spread a marketing message, regardless of where and when. While this is great for marketers with expertise, it is also a nightmare for some clients. The first thing clients do when they need help is to either buy an industry magazine to find a suitable marketing expert, or else they jump online to do the same.

After all, it is easy to do a Google search for a marketing expert but little do they know that some of these so called experts are just out to take their money and run. See, Google is such a hot market it even attracts plenty of shoddy marketers who have no expertise at all.

Knowing this puts clients into a pretty hopeless situation. Since they themselves are unaware of the pitfalls of marketing, they won't see the warning lights go on and therefore step into trouble with both feet before they even know it. Even so, don't worry, if you are a client in need of marketing help then my tips will assist you from getting burned by a so called marketing expert.

1. When someone makes out to be a marketing expert, check their credentials. An expert without expertise will not be happy to send forward customer testimonials or list them on their site. They would also sound rather flaky when you talk to them, either by email or in the flesh. With a bit of applied concentration and scrutiny, you will soon see the difference between a real expert and one who merely claims to be.
2. Real marketing experts with plenty of expertise have a strong message. They stand out from the crowd and attract serious customers by means of authority.
3. Expertise also shines through in ways of communication. There is no fluff, no bull but sound advice.
4. Marketers with years of experience also value their knowledge. They treat you with respect and are not afraid of letting you know when something is beyond their field of expertise. It takes a strong character to show the same.

As you can see, you should be able to pick the rotten apples with some effort. Finding an experienced marketer with plenty of expertise is your ticket to success.