

10 REASONS WHY *Digital Marketers* NEED TO GO ON HOLIDAY THIS DECEMBER

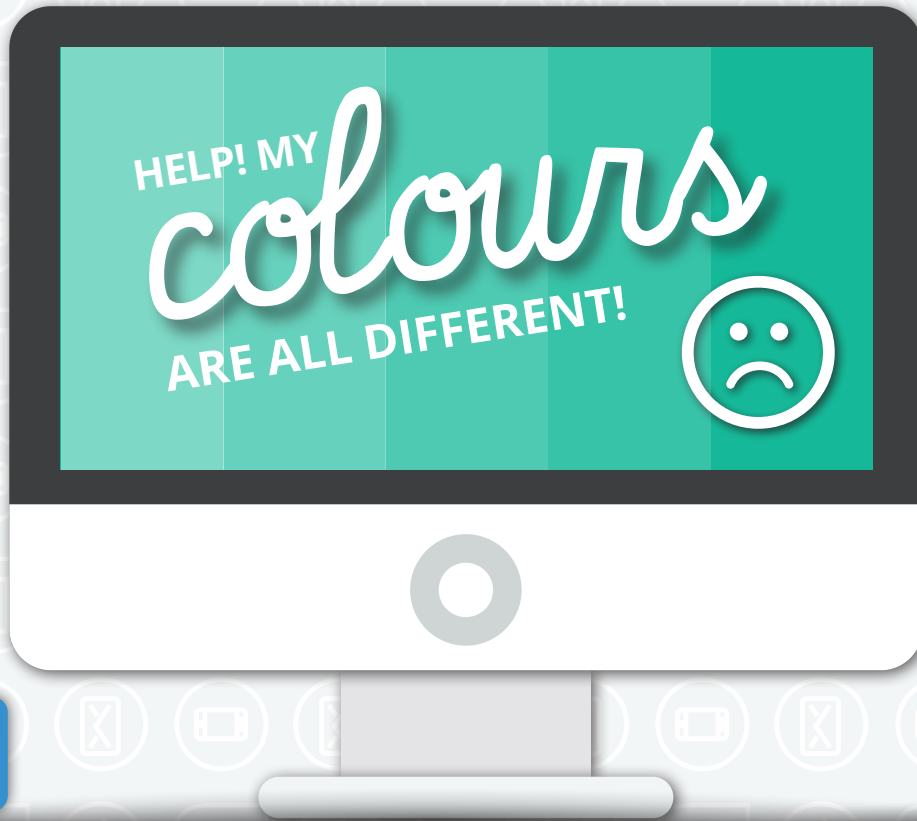
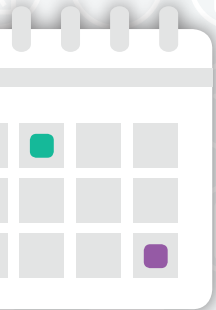


Introduction

Has your Digital Marketer recently been growling in his or her seat when anyone approaches? Do you often find them shaking their heads in disbelief? It might be time for them to go on a much needed and deserved holiday. But, it is still weeks to go until the big break, so here is a brief guide on a few trigger points to avoid. (However, should you hit those triggers, do not fear, we've got you covered with some recommended actions to keep you and your fellow colleagues safe.)



Frustration #1



Things Digital Marketers Hear:

The colour on my screen is different to the applied CI.

Reality:

Just read this: **Why Monitors Display Different Colors.**

When Marketer Starts Snarling...

So, now you know. Just say "It looks great".

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Frustration #2

In Case of Immense Frustration

(Repeat if necessary or until unconscious)

**BANG
HEAD
HERE**



Things Digital Marketers Hear:

That new landing page took two weeks! Really?

Reality:

Depending on the CMS that you're using and the complexity of the coding, in the world of digital marketing, elements that often look super easy are the most difficult to get right.

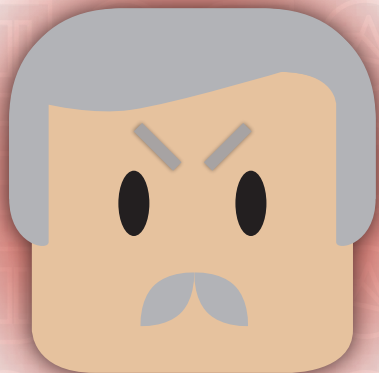
When Marketer Starts Snarling...

Smile, then cautiously create a safe distance and say, "Never mind, of course I can see how that could have taken so long".



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Frustration #3



Google Ranking



Things Digital Marketers Hear:

"Why aren't we ranking number 1 when I search on Google?"

Reality:

Refer to this article: Why I stopped selling SEO service and you should too.

When Marketer Starts Snarling...

Read the above article again and back away slowly.
No sudden movements.

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Frustration #4



Things Digital Marketers Hear:

I am unable to download the whitepaper you released yesterday.

Reality:

They did not see the **BIG RED BUTTON** saying "Download here". *Sigh*

When Marketer Starts Snarling...

Gently place a bottle of tequila with a glass on the table. This is a tried, tested and proven antidote to any snarling behaviour.

Disclosure: Although tequila consumption might rectify snarling, it may lead to unruly behaviour

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Frustration #5

friends



Things Digital Marketers Hear:

"Friends is misspelt in your 12-page document."

Reality:

12 pages, 1 000 words, 15 reverts, 1 typo (emphasis on 1)
that 6 checkers missed.

When Marketer Starts Snarling...

Please refer to previous action point.

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Frustration #6



Things Digital Marketers Hear:

Be creative, you can work it out.

Reality:

We WERE being creative.

When Marketer Starts Snarling...

Quickly duck when the now finished, well-aimed tequila bottle flies past and shout "Whoopla!"

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Frustration #7



Must share content

Share

Have to

Content

Share content

Must



Things Digital Marketers Hear:

"Just grow your followers and get them to share your content.
How difficult can it be?"

Reality:

Flippin DIFFICULT!

When Marketer Starts Snarling...

Break out into song. (Not sure what this will achieve, but at
least it will be distracting.)

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Frustration #8

QUALIFIED LEAD MAGNET



Things Digital Marketers Hear:

"You need to bring in leads that are more qualified."

Reality:

We DO bring in qualified leads. If someone clicks, they are interested, therefore qualified.

When Marketer Starts Snarling...

Food! Something unhealthy, but tasty will do.

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Frustration #9

Tick
Tock

Tick
Tock



Tick
Tock



Things Digital Marketers Hear:

"It should be a quick job, I'm sure."

Reality:

Very few things are "quick" and if elements look like they are being done "quickly" then your marketer is doing an awesome job.

When Marketer Starts Snarling...

Do the Michael Jackson moonwalk and encourage those around you to do it with you. (Again, not sure what this will achieve, but it should bring about general "good office vibes".)

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Frustration #10

I think it popped just a little too much...

Things Digital Marketers Hear:

Make it pop!

Reality:

What "pops" is different for different people. So, as leading awesome marketers we aim to make it "pop" to about 60% of the people. That is a ratio we can live with and consider a job well done.

When Marketer Starts Snarling...

You might want to consider calling for backup in the form of men in white coats who supply straightjackets. A second bottle of tequila is not going to fix this one...

All this (and more – WAY MORE) is why Digital Marketers need that well deserved break!

Happy Holidays to All.
See you in 2016

— Yipee!

