

**STUPID
MARKETING SH*T
WE'VE DONE.**

**(and how to stop you
from doing it too)**

Who Remembers These Marketing Fails?



Who Remembers These Marketing Fails?



Oct 6, 2010



Oct 12, 2010



Jan 6, 2009



March 1, 2009

Who Remembers These Marketing Fails?



Introductions



Siobhan Park

Head of Marketing



Michael DeFrang

Director of Marketing



Devon Lusk

Director of Marketing



Introductions



Siobhan Park

Head of Marketing



Michael DeFrang

Director of Marketing



Devin Lusk

Director of Marketing



Here's What **You Can Expect**

 You'll get to laugh at our pain

 You'll recognize some of your own

 Get a d*mn good list of ways to not do it again

**Review
Management**

Advertising

Chatbots

Social Media

Graphic Design

Press Releases

Email Marketing

**Website
Maintenance**



Confession Time

To date, the biggest mistake in my career was putting my personal cell in when setting up a Google ad account. I'm still getting calls about an e-commerce store I ran for 3 months in college.

Relentless. 🤔

THE STUPID SH*T THAT TAUGHT US EVERYTHING

**THE AI
OOPS**



**A DESIGN
TRAGEDY**



**THE NSFW
QR CODE**



“AI Is The Answer” They Said



@OverIt123

1/18/2024



I just wanted to tour. Why am I in a conversation with a robot???

Why this f-AI-led

- ✓ Too many scenarios to account for
- ✓ Assumed more AI hand-offs were seamless
- ✓ Let automation take over escalation

How We Fixed It

New message

←

→

↺

🔍

☆

☰

To... overit123@gmail.com

Subject... Reside Living - Property Experience

Good morning, David!

I'm with Reside Living. Our team alerted me to the fact you had a challenging experience with the leasing and touring process. I really value feedback to understand where we're missing the mark. Would you be willing to have a brief call with

Don't Let Bots Burn Bridges

- ✓ Assume everything is broken
- ✓ Act like a prospect- test the full journey yourself
- ✓ Identify AI fail-states and escalation gaps
- ✓ Add clear human handoff triggers
- ✓ Consider mystery shoppers or industry outsiders
- ✓ Be prepared to step in with the human-touch

Confession Time

I added a “0” to the ad budget by accident...went from \$200 to \$2000 🤖 The customer was pissed.

Designed Only For The Aesthetic

the
rebel report



**10 Trends That Will Dominate
Multifamily Marketing in 2025**

Designed Only For Our Eyes

the
rebel report



**10 Trends That Will Dominate
Multifamily Marketing in 2025**

NEW

10:38

91



Your March Marketing Glow-Up
Starts Here ✨ Inbox ☆

Summarize this email

repli REPLI Mar 12
to me ▾



How We Fixed It (and How You Can To)

- ✓ Design for reality, not just aesthetics
- ✓ Test across contexts
- ✓ Plan for defaults
- ✓ Use flexible visual assets
- ✓ Make a pre-flight checklist

Confession Time

I posted “hoes” instead of “homes”
on the company LinkedIn 🙄

From Curb Appeal...



From Curb Appeal...to Curve Appeal



Why Things Like This Happen

- ✓ We're moving fast. Too fast.
- ✓ Final checks are skipped in big pushes
- ✓ Missing quality control points
- ✓ We haven't made enough mistakes yet in our career

How We Fixed It (and How You Can Prevent It)

- ✓ Build final audit checklists when planning your campaigns
- ✓ Always check your collateral post-print and *pre-distribution*
- ✓ Use technology that allows for post-launch changes
- ✓ Assign at least one human to test everything

Confession Time

Wrote a CTA that said “Click here!”...it was a printed brochure 🙄

Where Do We Commonly Go Wrong?



Where Do We Commonly Go Wrong?



PLANNING? NEVER HEARD OF HER

Where Do We Commonly Go Wrong?



POOR EXECUTION



PLANNING? NEVER HEARD OF HER



Where Do We Commonly Go Wrong?



BROKEN COMMS



POOR EXECUTION



PLANNING? NEVER HEARD OF HER



Where Do We Commonly Go Wrong?



BROKEN COMMS



AUDIENCE AMNESIA



POOR EXECUTION



PLANNING? NEVER HEARD OF HER



Where Do We Commonly Go Wrong?



BROKEN COMMS



AUDIENCE AMNESIA



POOR EXECUTION



SHINY OBJECT SYNDROME



PLANNING? NEVER HEARD OF HER



Where Do We Commonly Go Wrong?



BROKEN COMMS



AUDIENCE AMNESIA



POOR EXECUTION



SHINY OBJECT SYNDROME



PLANNING? NEVER HEARD OF HER



DATA DENIAL



the FAIL-SAFE framework

FAIL-SAFE

1. Focus on the audience

FAIL-SAFE

2. Align with your data

FAIL-SAFE

3. Inspect the experience

FAIL-SAFE

4. Limit the complexity

FAIL-SAFE

5. Stop for feedback

FAIL-SAFE

6. Anticipate Fails Early

Failure is Feedback

**Who wants to share their
favorite fail?**

Download the guide.



The FAIL-SAFE Framework

Use before launching anything - from a campaign to a chatbot.

F – Focus on the Audience

Who's this for?

- ☐ Do we really get their mindset and needs?
- ☐ Are we speaking their language or ours?
- ☐ Is this relevant, or just chasing a trend?
- ☐ Have we pressure-tested this with someone outside marketing?

A – Align with Data

What's the data really saying?

- ☐ Are we using facts, not vibes?
- ☐ Have we picked real success metrics?
- ☐ Is someone watching post-launch?
- ☐ Are we ignoring anything uncomfortable?

I – Inspect the Experience

Walk in the user's shoes.

- ☐ Have we tested the full journey?
- ☐ Does it work on all devices, browsers, etc?
- ☐ Did we try breaking it—on purpose?
- ☐ What happens on slow WiFi or bad inputs?

S – Stop for Feedback

Who else has looked at this?

- ☐ Did we do a final QA (links, visuals, forms)?
- ☐ Did all key teams sign off?
- ☐ Can users easily ask for help or report bugs?
- ☐ Did we ask a target end user about their experience?

AFE – Anticipate Fails Early

What could break—and are we ready?

- ☐ What's the worst-case scenario?
- ☐ Do we have a Plan B or safety net?
- ☐ Are we ready for criticism or a flop?
- ☐ Will we run a post-mortem, even if it fails?

Final Gut-Check

Are we launching something that's built to win—or built to break?

Framework Developed By:



Siobhan Park
Head of Marketing

Q/A

