STUPID MARKETING SH*T WE'VE DONE.

(and how to stop you from doing it too)

Who Remembers These Marketing Fails?



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Oct 6, 2010





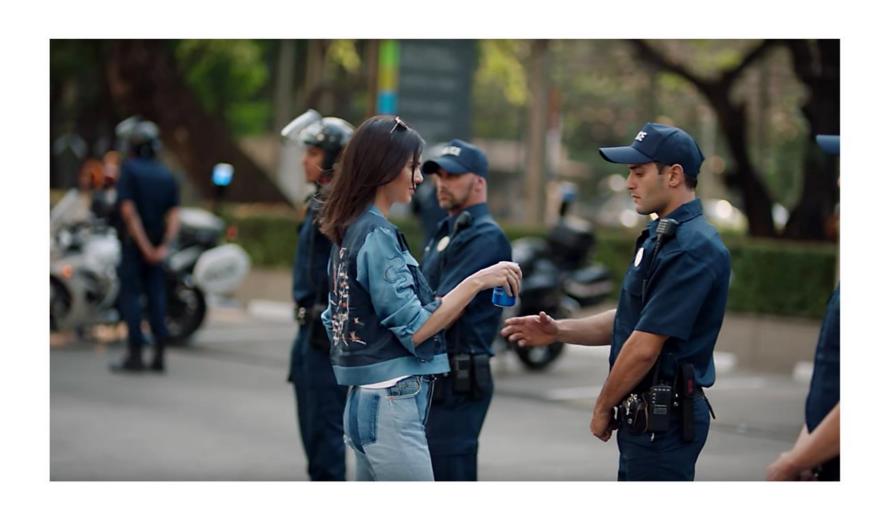


Jan 6, 2009



March 1, 2009

Who Remembers These Marketing Fails?



Introductions



Siobhan Park Head of Marketing





Michael DeFrang
Director of Marketing





Devon LuskDirector of Marketing



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Siobhan Park Head of Marketing





Michael DeFrang
Director of Marketing





Devin LuskDirector 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

Press Releases

Email Marketing

Social Media

Graphic Design

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



A DESIGN TRAGEDY



THE NSFW QR CODE



"Alls The Answer" They Said



@OverIt123 1/18/2024

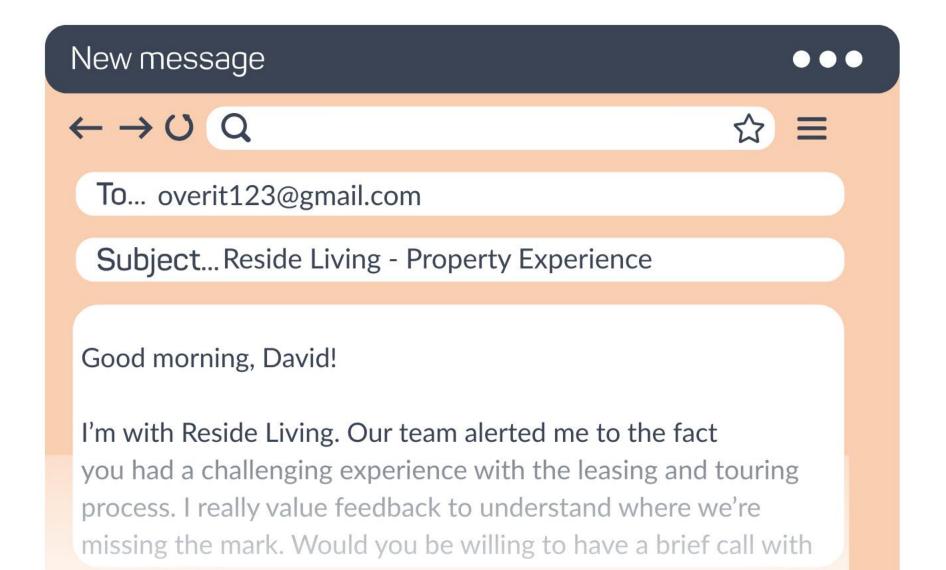


I just wanted to tour. Why am I in a conversation with a robot???

Why this f-Al-led

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

How We Fixed It



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

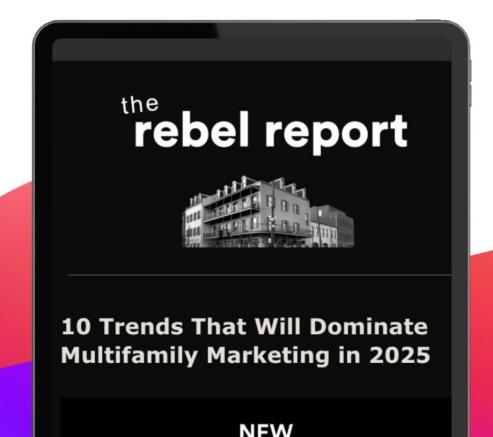
Confession Time

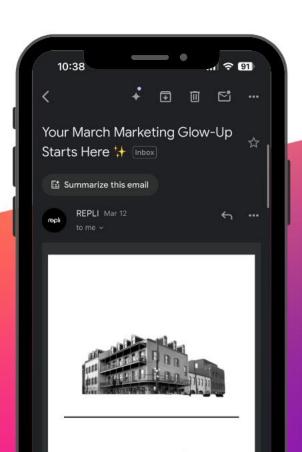
I added a "0" to the ad budget by accident...went from \$200 to \$2000 The customer was pissed.

Designed Only For The Aesthetic



Designed Only For Our Eyes





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 ©







PLANNING? NEVER HEARD OF HER

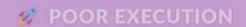


POOR EXECUTION



PLANNING? NEVER HEARD OF HER

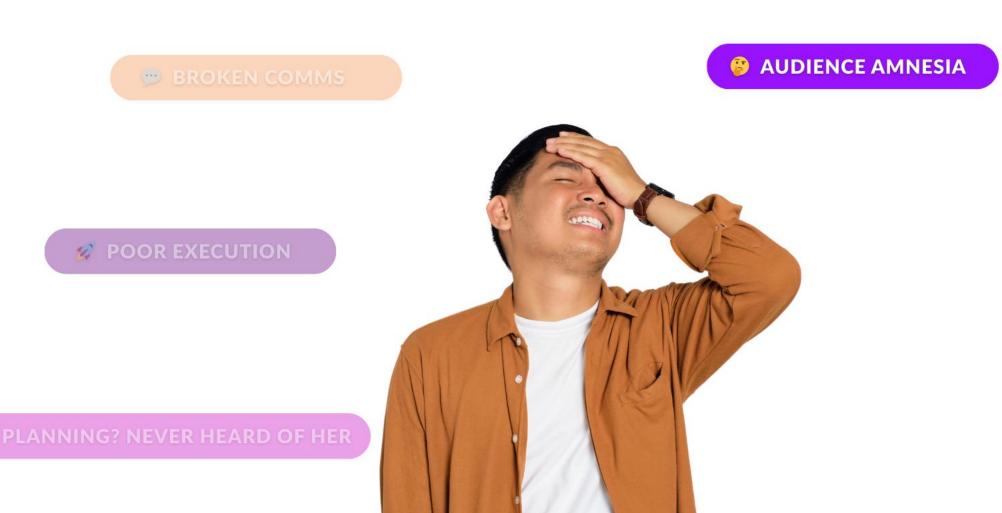






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PLANNING? NEVER HEARD OF HER







the FAIL-SAFE framework

1. Focus on the audience

2. Align with your data

3. Inspect the experience

4. Limit the complexity

5. Stop for feedback

6. <u>A</u>nticipate <u>F</u>ails <u>E</u>arly

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?

- O 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?
- O 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?

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

6 AFE - Anticipate Fails Early

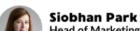
What could break—and are we ready?

- What's the worst-case scenario?
- O Do we have a Plan B or safety net?
- Are we ready for criticism or a flop?
- O 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:



Q/A

