Constant Contact

6 MARKETING GAPS YOU MAY BE OVERLOOKING

You’re great at what you do, but does your audience know about it? Check out the top marketing misses Catalyst helps you uncover, using more than 30 years of marketing data and expertise.



Welcoming website

Your website can’t be a “one and done” project. Keeping it fresh builds trust and ensures discovery, no matter how your buyers are searching for you.

Profile presence

Your Google Business Profile is the quiet hero of local search. Get verified, and customers can find your hours, reviews, and location in seconds.

Rave reviews

Don’t wait for word-of-mouth: actively asking for and answering reviews builds trust, boosts local visibility, and keeps customers coming back.

Social synergy

Posting everywhere isn’t enough: if your social channels don’t work together cohesively, you’re missing an opportunity to amplify your brand.

Measurable momentum

Marketing shouldn’t run solo: connecting campaigns with your daily operations replaces guesswork with clarity, measuring what drives growth.

Consistent communication

Having a weekly marketing plan automatically built for you maintains steady momentum so your business keeps growing.

69%
of small businesses have had to increase their time spent marketing

50%
say time-saving is the top small biz benefit of AI

3X
more U.S. small businesses are using AI than 3 years ago

CATALYST DOES THE WORK. YOU APPROVE IT.

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