

There's No Such Thing as a Channel That "Doesn't Work"

5 Mistakes Behind Every Underperforming Channel

SFUMO GROWTH INSIGHTS



MISTAKE #1

Poor Targeting

- Targeting only VPs+ on LinkedIn misses reach
- Director+ often unlocks volume without sacrificing quality. Test what works for your ICP.
- Every channel has its own audience sweet spot

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Optimize your audience tier for the platform, not just your ICP on paper.

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MISTAKE #2

Messaging That Doesn't Land

What sounds clear inside your company can fall flat outside it. The fix: listen to the market, then shape the message around what actually resonates.

Where to Mine Messaging

- Customer calls & interviews
- Sales team debriefs
- Prospect objection logs
- Community forums & Reddit threads
- Win/loss analysis



MISTAKE #3

Stale Creative

Ad fatigue is silent. Metrics decay while spend holds steady.

What Stops the Scroll

Bold, unexpected visuals that break the pattern of the feed

What Earns the Click

Attention-grabbing copy anchored in stats and proof points

How Often to Refresh

Set a creative rotation cadence, don't wait for performance to crater



MISTAKE #4

Skipping Format Experimentation

Same copy. Same targeting. **LinkedIn carousel dramatically outperforms** a single image ad.

1

Nail Targeting

Right audience, right tier

2

Lock Messaging

Resonant, field-tested copy

3

Cycle Formats

Carousel, video, single image

4

Iterate Fast

Algorithms change, stay adaptive



MISTAKE #5

Misaligned Expectations

Not every channel closes deals. Each plays a different role in the funnel.



LinkedIn

Top-of-funnel awareness and ABM support.



Google Search

High-intent demand capture.



YouTube & Reddit

Build reach, trust, and traffic.

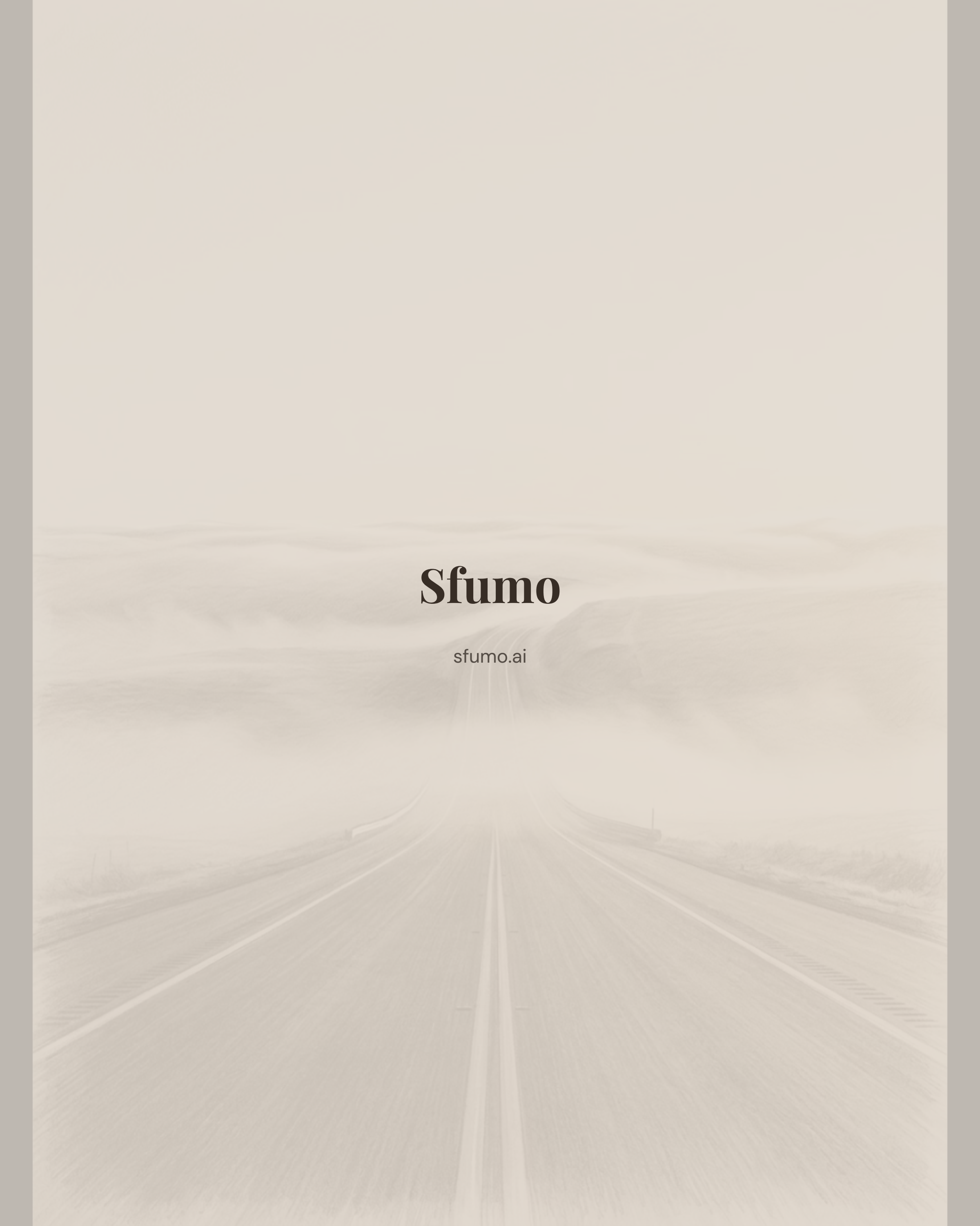


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Marketing Is a Multi-Channel Play.

Before you call a channel dead: audit your targeting, messaging, creative, format mix, and expectations.

The problem is almost never where you think it is.

A sepia-toned, misty landscape featuring a road that stretches into the distance, flanked by rolling hills and a hazy sky. The overall mood is serene and atmospheric.

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