

## 10 COMMON ERRORS IN MARKETING DOCUMENTS

### ***FREQUENTLY MIXED-UP WORDS***

Complementary (works well with)	Complimentary (free)
From	Form
Polices	Policies
It's (meaning "it is")	Its (possessive; showing ownership)

### ***REDUNDANCIES***

- Added bonus
- Free gift

### ***OTHER ERRORS***

- Omitting contact information
- Dates that don't correspond to days (e.g., Friday, Oct. 29, 2015)
- Repeated text across multiple pages has conflicting information
- Links that don't work