

Crunching Data to Improve Your Business

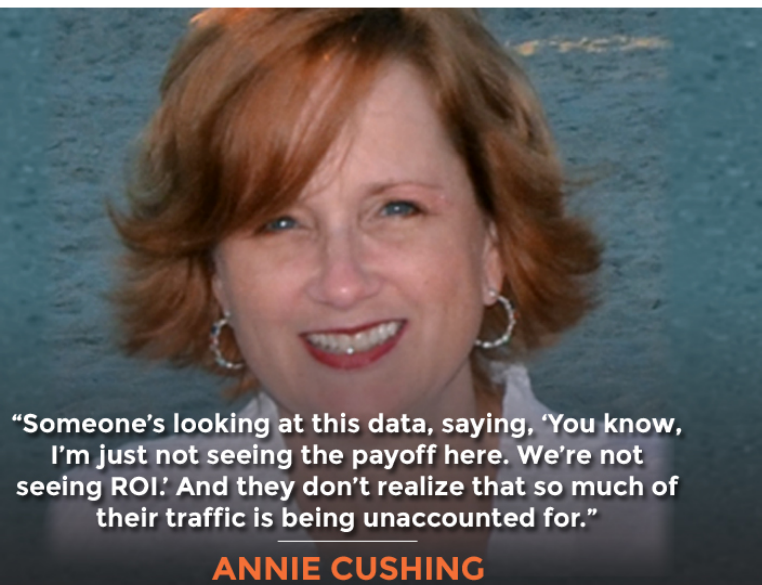
10 Point Checklist

Annie Cushing

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Someone’s looking at this data, saying, ‘You know, I’m just not seeing the payoff here. We’re not seeing ROI!’ And they don’t realize that so much of their traffic is being unaccounted for.”

ANNIE CUSHING

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Dedicate some time to learn how to do campaign tagging effectively. Start with Annie's campaign tagging guide.
- Because Google Analytics doesn't have a paid social channel, read this article, watch the video, and incorporate Annie's tips on tracking social ads.
- If you aren't already intimately familiar with channels on Google Analytics, read Annie's channels guide and put her advice into practice.
- Focus on the smaller picture by tracking micro conversions, not only macro conversions. This will help you gain more insight into your audience and customers.
- Calculate your Google Analytics goal values carefully; don't just guess. Do all the math, and keep records of how you came to your calculations.
- Verify your site's ownership in Google Search Console to begin accessing the data it can provide.
- Sign up for and become acquainted with Cyfe, which can help you monitor and analyze your data.
- Set aside some time to explore everything Optimizely has to offer and learn what it can tell you about your audience and customers.
- Bookmark Annie's renowned document Hundreds of Tools for Marketers. This resource will be incredibly valuable when you're looking for the right tool.
- Dig deeply into Google's Tag Manager and become familiar with what it can do for you (and your business).