

# Telling Stories Through Design to Connect With Your Audience

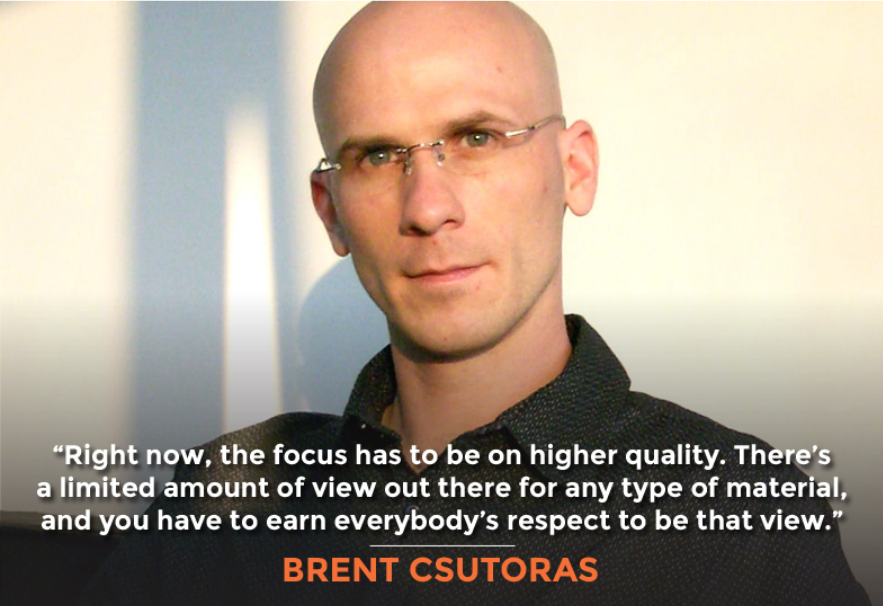
## 10 Point Checklist

### Brent Csutoras

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**



“Right now, the focus has to be on higher quality. There’s a limited amount of view out there for any type of material, and you have to earn everybody’s respect to be that view.”

**BRENT CSUTORAS**

# 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.**

- Examine your social media usage. Are you focusing on marketing rather than being a user? If so, put more time and energy into being a user instead of just a marketer.
- Focus on one social media channel at a time. Pick one and spend significant time getting yourself established there before slowly branching out.
- Instead of posting a full infographic on Imgur, try this: post a heading with enough text to serve as a teaser. Let your interested audience click through to read more.
- Work on promoting communication and collaboration among your team. Instead of having everyone do their part separately, try having everyone involved all along.
- Before starting an infographic, figure out exactly what your goal is. Links? Shares? Brand exposure?
- Instead of creating content based on an existing marketing plan, try turning the process around. Create great content, then come up with a marketing plan around it.
- Focus on high quality and going one step beyond your competitors. In a saturated market, this can be what makes you stand out.
- Make an image with a quote to practice the process. You can use a free stock photo and a quote from Reddit.
- Post the image with the quote that you've just created on Instagram. Remember to use hashtags; they're not just for Twitter.
- Find relevant Reddit communities and join them. Work to understand the community, and participate in it. Only then, advertise specifically to them.