

# Marketing Automation That Keeps Your Customers Engaged

## 10 Point Checklist

**Joel Bower**

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**



"Not every business is going to do well on every social platform. Go in there and actually act as a person using the medium."

**JOEL BOWER**

# 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.**

- It is time to test your email sequences. Go and sign up just like you would if you were a customer. Read each email that comes as though you have never seen it, follow the links. Make a plan to test regularly, particularly after you make any changes.
- Make a list of all the social network platforms that your company uses. Take time to look at your stats. Do you understand each platform? Which ones do you need to take time to study more?
- Review the live feed videos that your company has put out in the last six months? Do they feel 'real'? Do they invite interaction? Make a plan to improve both the quality and content of your live streams going forward.
- Schedule a brainstorming session with your team, a mastermind group, customers, and mentors to help you come up with a comprehensive list of your customers possible entry points.
- Are you segmenting your audience to your best advantage? Where are all of the places that you have people enter, drop off, or become stagnant within your marketing plan? Make a plan to address these points with your team.
- Make it a priority to visit with members of your team to talk about your overarching goal for your company and how their job fits with that. Learn about the tasks they do. This process will help you ensure the marketing steps your company is taking are moving you in the direction you want to go.
- Take an honest inventory of where your marketing strategies are working and where they are not. Formulate a plan to revamp or improve in those areas that are no longer working so well.
- Are you leveraging the things that your company already does well? Think of one or two things that you and your team are AMAZING at, then come up with 10 ways you can expand on them.
- Look at your data, pinpoint a few places where people have dropped off your radar screen or gone from very engaged to not very engaged. Time to play detective. Comb through your data and see if you can pinpoint what may have caused the departure. Don't be afraid to use a direct approach, call someone up and ask them how you annoyed them or what caused them to drop off.
- Take time this week to go check out the marketing wisdom on [www.SkirmishStrategies.com](http://www.SkirmishStrategies.com).