

Grow Your Audience

10 Point Checklist

Rachel Miller

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**



“Organic marketing lays the foundation for paid traffic.”

RACHEL MILLER

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.

- Build an emotional connection by sharing personal stories, encouraging interaction, and fostering a sense of community around my brand.
- Establish credibility with valuable content, transparent intentions, and highlight my expertise.
- Connect with my audience on Facebook and Instagram for personalized engagement through Messenger, groups, and feeds.
- Create ad campaigns optimized for conversions, such as discounts, free trials, or limited-time offers to incentivize users to take action and convert into paying customers.
- Post consistently to maintain audience interest and growth. This can help build momentum and grow my audience over time.
- Retarget engaged users with targeted ad campaigns for maximum return on investment. Show them ads for products or services they have previously viewed or abandoned in their cart.
- Plan ad campaigns around times of increased activity for optimal engagement. Test different times to see when my audience is most receptive.
- Leverage automation for posting and scheduling to ensure consistency in my content delivery.
- Categorize audiences based on their engagement or interest in my brand. For example, separate warm leads from cold leads to ensure I target each group appropriately.
- Join Rachel Miller's Facebook group, [Grow Your Audience](#), and her [website](#) for more helpful tips on increasing my audience.