

Dial In Your Marketing

10 Point Checklist

Draye Redfern

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**



"By hyper-personalizing your actions, you can authentically connect with people and transcend the traditional business-to-business or business-to-consumer approach."

DRAYE REDFERN

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.

- Embrace the human element in marketing. Increase conversion rates with personalized direct emails to clients.
- Structure my sales page with testimonials from influential people or well-known brands I've worked with to boost conversions. It's essential to incorporate credibility into my sales page.
- Utilize AI tools to automate personalization of my page and interaction with my clients. Discover the AI tool that best resonates with your business goals.
- Accept the challenges of growth and learning as opportunities. The most successful people have often faced significant obstacles and have persevered through them.
- Cultivate a resilient mindset to allow me to keep moving forward and bounce back from setbacks. Perseverance and determination are key traits of successful individuals.
- Offer congratulations to myself, my team, and my clients for our commitment to stay the course. Maintaining a high level of commitment stems from my consistency and the effort I put into my goals.
- Make simple tweaks to my marketing, find unique ways to adjust, and elevate my marketing to the next level.
- Provide a consolidated, high-level version of my webinars or long-form resources for clients who seek instant gratification. This will reinforce their decisions and boost my conversion rates.
- Grow a networker's perspective to bravely demonstrate unique approaches to marketing. It's not difficult to shine in my marketing by exceeding the methods of others.
- Learn more from [Draye Redfern](#) and become a part of his tribe through his website. Access his services through his agencies, [Fractional CMO](#) and [Redfern Media](#).