

Link Building in an AI-Driven World

10 Point Checklist

Gareth Simpson

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**



“Currently, AI is a toddler. We can influence its development and how it can grow into an intelligent and useful adult.”

GARETH SIMPSON

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.

- Conduct a comprehensive audit of my business processes. Identify areas applicable for automation or AI-driven enhancement. Learn the fundamentals of AI systems to maximize their effectiveness for my business.
- Establish clear objectives and measurable success metrics for AI implementations. Continuously monitor performance and curate high-quality datasets for training AI models.
- Take a proactive approach to staff development. Adapt to evolving AI-driven roles and skill requirements. Leverage AI to complement human strengths, including creativity, empathy, and strategic thinking.
- Strive to be remarkable and indispensable in my field. If I effectively solve high-value problems, clients will naturally seek my expertise.
- Create meticulously designed sales funnels to offer valuable content upfront. Gradually introduce paid offers. Convert my website visitors into leads and leads into loyal clients.
- Optimize conversion pathways across various channels, such as my website, social media, and email communications. Eliminate any sources of friction or distraction.
- Implement automated lead generation strategies using chatbots, email drip campaigns, and targeted social advertisements. Nurture potential clients until they're ready for the sales process.
- Deploy remarketing campaigns to re-engage visitors who have exited my website. Utilize retargeting ads across multiple platforms to recapture their interest.
- Foster lifelong relationships rather than pursuing one-off transactions. Prioritize delivering exceptional value over my sales.
- Explore Gareth Simpson's website, [seeker.digital](#), for insights into ecommerce, SaaS, and enterprise branding to deepen my knowledge in these areas.