

Local Marketing Meets AI

10 Point Checklist

Mike Stewart

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**



“Content production is the core of marketing and is what drives SEO. If you're not focused on page count, copy, and creation, you won't rank high in SEO.”

MIKE STEWART

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.

- Evolve my perspective beyond typecasting. Strive to be a well-rounded digital marketer. I shouldn't limit myself to local searches only.
- Prepare for the AI tectonic shift. I need to be aware that AI is continuing to evolve, and I should prepare for changes in the marketing landscape. It's crucial that I transform along with AI.
- Create novel applications of AI technologies. Combine disparate ideas, disciplines, and unique perspectives for technical SEO or website development. This makes me more marketable.
- Build soulful output by creating my own AI prompts. As a marketer, it's crucial that I understand business rules, goals, and relationships that AI can't comprehend.
- Embrace the disruption of decentralized networks and automation. Owning my data allows seamless transitions between marketing providers without starting conversations from scratch.
- Leverage review schema on my website and third-party sites to influence my reputation in search results.
- Focus on my customer retention. Aim to create long-lasting relationships with clients who appreciate and celebrate my work. A satisfied client is more likely to stay for the long term.
- Implement proof of work and proof of stake mechanisms like verified purchases to validate my client reviews.
- Create a robust mix of diverse marketing strategies. Understand who makes up my audience and tailor my approach accordingly.
- Work with the Rise Local by connecting with Mike Stewart at 214-998-2406. Visit riselocal.com for more information about their marketing services.