

From Hands-On to Visionary

10 Point Checklist

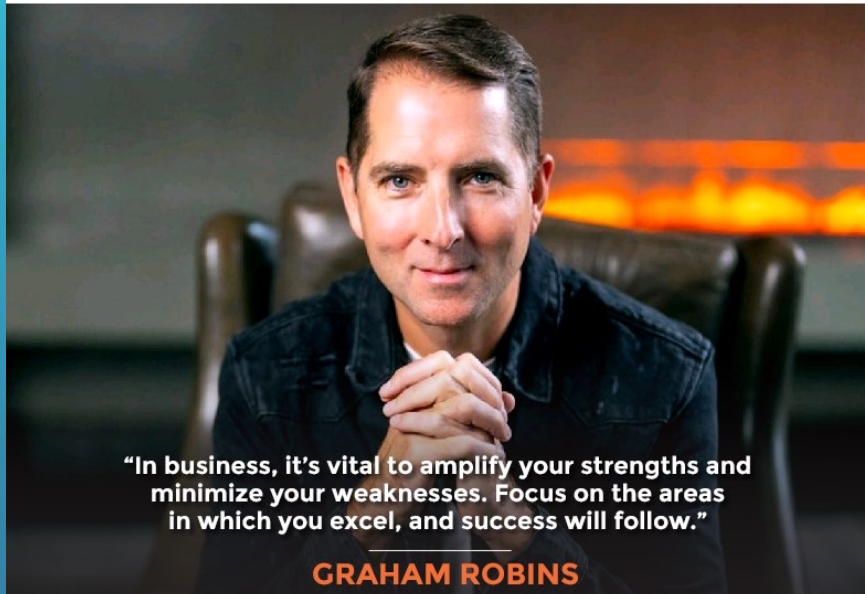
Graham Robins

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**



"In business, it's vital to amplify your strengths and minimize your weaknesses. Focus on the areas in which you excel, and success will follow."

GRAHAM ROBINS

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.

- Identify and understand the distinct needs of my different customer segments. Tailor my content and services to cater to specific customer requirements.
- Ensure my spin-off brands provide specialized services. However, don't dilute my core business focus, and always address the unique needs of my niche markets.
- Provide knowledge transfer to empower my customers. For my diverse customer segments, invest in educating the audience about my services.
- Consider implementing frameworks like EOS (Entrepreneurial Operating System) for my operational alignment. Use structured systems and processes to enhance my organization's communication and goal alignment.
- Foster a business culture of accountability. Implement regular check-ins to track my team's progress and promptly address any issues.
- Evaluate and enhance the design, conversion, and SEO of my website. Ensure a user-friendly experience by focusing on site navigation and aesthetics.
- Identify and implement online tools that cater to the complexities of my industry. Increase my website's traffic by combining online tools with targeted Google Ads campaigns.
- Set clear Key Performance Indicators (KPIs) to transition from paid to organic traffic. Develop high-quality, informative content that addresses the needs of my audience.
- Create evergreen pages focusing on niche industry terms. Optimize content to rank for specific, specialized topics relevant to my business.
- Connect with Graham Robins through [LinkedIn](#) and learn more about customs brokerage and cross-border ecommerce on [The Graham Robins podcast](#).