

# Growth Hacking for Ultimate Business Success

## 10 Point Checklist

**Sujan Patel**

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 take your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“A lot of people are letting the freelance writer or the blogger come up with the topic and not the marketer. No matter how good your marketing is, if your content can't stand up, then you're doing a poor job at the content part of content marketing.”**

**SUJAN PATEL**

# 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.**

- Each day, connect with your employees on the impact of your daily efforts. How will your accomplishments of the day impact the business, and your customers?
- For daily team connections and to stay on top of ideation processes, use content and task managers.
- Check out ContentMarketer.io - there are services and trainings to help you leverage most of the topics covered in this episode!
- Create a survey for your current customers. Anyone that scores 9's and 10's are the "promoters"-they may already be recommending your company to others, and you can ask them to share your content.
- There are multiple ways to learn how satisfied your customers are and how to solve the ones that are not. Find out your Net Promoter Score or Gallup Score for a good measurement.
- Make sure people care about the topics you choose to write about on your blog. There has to be a demand to create viral success
- Get to the core of sharing value and building professional relationships by inviting people who already have an audience to blog on your site, so you're leveraging that person's audience.
- Think outside of the box in terms of the content you're creating. With all of the social networks available, you need content that succeed on each source.
- Develop the personas of your ideal customer base by first finding out the different types of people that would "come in the door", then coming up with questions to nail down that persona.
- Get customers involved by offering educational or actionable pieces of content.