

Content Marketing Like a Boss

10 Point Checklist

Clare McDermott

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**



“Develop one-to-one relationships by being helpful.”

CLARE MCDERMOTT

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.

- Provide quality content that can bring joy, valuable information and help to my audience.
- Publish articles that are relevant and trending by subscribing to Buzzsumo, a content resource site that identifies articles with the most number of shares online.
- Get myself out there and build connections with other communities. The more I'm exposed to different kinds of events, the more I can share in my content.
- Reach out to others through cold calls and emails. Collaborating with and interviewing others brings more depth to my content.
- Share useful information and educate others. People will share my content if they can connect with it.
- Don't get overwhelmed with content planning. Plan ahead by creating a content calendar.
- Use public opinion and statistics to create in-depth content. Use survey sites like SurveyMonkey to collect this information.
- Sign up for a project management app like Airtable, Asana or Trello to stay on top of my tasks and deadlines.
- Don't forget to share my content on my social profiles. Add share buttons on my site to encourage others to promote my content.
- Make time to meditate and clear my mind to stay inspired. Insight Timer is a good tool for this.