

Advanced Digital Marketing Strategies That Get Results

10 Point Checklist

Marty Weintraub

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**



“Data has the amazing power to tell us exactly who we need to talk to and what we need to say in our advertising campaigns.”

MARTY WEINTRAUB

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 people at companies that have a purchasing power and target them with my high end product.
- Connect with my most valuable customers by using Google RLSA and using search and social to target and filter depending on my objective.
- Use filtered social retargeting of search and vice versa to lower the expense of paying for high-cost keywords.
- Build real customer personas by using the data from Google's RLSA lists and Facebook's custom audience or the cookie pool.
- Tailor the words in my search ads to match the possible use of a product. If people are searching for binoculars and Grand Canyon they could be targeted by binoculars viewing the Grand Canyon etc.
- Drive traffic from any channel and then retarget them based on filters within other channels. In Google, I can filter by custom affinity audiences, display targeting, and search. In Facebook use Facebook ad targeting filters.
- Use action words to add a layer of intent in social to really target and segment my desired customer audience.
- Find people who have specific attributes that I want to target by creating a custom Facebook audience and using it as a low-cost research tool
- Create a Facebook retargeting list by using engagement retargeting to see how long a user views my video that I uploaded to Facebook.
- Run adwords ads to people who have a high inclination to buy my product based on past behaviors gleaned from retargeting data.