Customer Experience, on Steroids!

10 Point Checklist

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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.
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.

☐ Create content that adds value to my clients. Use words that cater to their needs.

☐ Be open to feedback. Let my customer speak about their experience, accept the good and the bad.

☐ Aim to be authentic and genuine with my marketing. Fake marketing was there long before the fake news.

☐ Find ways to cultivate a healthy and long-term relationship with my existing clients. They’re the driver of value, not the potential customer.

☐ Apply Gerry’s Top Tasks Analysis. It’s a methodology that clearly identifies what matters most to people but equally what doesn’t matter to customers.

☐ Make it easy for my clients to do business with me. Simplify the process and let go of unnecessary steps.

☐ Quickly address my customer’s challenges. If I’m not helping them, someone else will.

☐ Figure out ways on how to measure their experience and behavior.

☐ Empower my customer service team. Make them feel valued and listen to their inputs.