

Differentiating Yourself From The Competition

10 Point Checklist

Ken Jurina

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**



"What puts energy back into a team's bucket is seeing that the work they are doing is fruitful and meaningful."

KEN JURINA

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.

- Make sure to understand all of the client's expectations and that it's taken from the person who fully grasps the expectations out of the company.
- Ask questions that will get me to the right people. Those C-level executive type level questions are a good start so I can involve in the project all the possible players within the company.
- Create a custom dashboard with metrics that are agreed on by both parties. Be specific so that everyone's aligned with what we're trying to achieve.
- Never compromise and know when it's time to let go. Sometimes clients will have a different perspective on things as they may focus more on ranking than on strategies that deliver enough ROI for them.
- Don't quickly kill a campaign just because it isn't directly contributing to the actual sale. Strive to truly understand how I can support components of a campaign that are generating results for me.
- Utilize software that allows me to understand the attribution of a sale. Ken uses ActiveDemand. It allows them to look at the proper attribution modeling to understand what is contributing to a sale.
- Create a brand defense campaign, track it separately and show that it is generating results.
- Focus on utilizing my resources as efficiently as possible. If there are negative keywords about my brand, I can create different landing pages that will direct people to talk otherwise.
- Maximize the use of negative keywords within campaigns so I can use my resources as efficiently as possible. Ken says that leveraging negative keyword is going to generate the best value of ROI that you can get from your paid spend that you are paying with Google.
- Build an honest relationship with my client and aim to always deliver a quantifiable and measurable impact for them.