

Marketing Automation That Actually Works

10 Point Checklist

Brad Martineau

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**



"Predictability only comes
as a result of visibility over time."

BRAD MARTINEAU

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.

- Analyze and evaluate my business strategies first before I decide on which tools I need. These tools will play a huge role when it comes to implementation and it would be good to make the right decision before purchasing them.
- Recognize that marketing automation isn't just about capturing and converting leads but about creating a systematic and automatic client journey from beginning all the way to end.
- Familiarize myself with Infusionsoft and learn about the ways it can help my business in automating most of my CRM. Hire an Infusionsoft expert to help me kickstart the automation.
- Be open to strategies given by the experts but pay attention to the kind of business they're talking about. Is it for a business that's fully automatable or for ones that require human interaction?
- Get creative with my marketing. Use PicSnippets. It's a tool that allows me to personalize images for my sales funnel.
- Don't go blimplimenting. Brad says it's where you blueprint and implement at the same time. Instead, create an executable blueprint where I can clearly see the predictability, visibility, and consistency of each process.
- Utilize PlusThis. It's a campaign toolkit for marketing automation users that does text and capture.
- Get involved and attend conferences like Traffic & Conversion Summit, Funnel Hacking Live, Archangel Summit, and Product Launch Formula Live.
- Understand how integration works on each platform so I can better execute it for my marketing automation. Some examples are GoToWebinar integration, Infusionsoft, PlusThis, ONTRAPORT, Drip, and HubSpot.
- Visit SixthDivision.com and work with Brad and his team to uplevel my marketing automation by creating and implementing a system that runs best for my business.