

Content Marketing + SEO: Your One-Two Punch

10 Point Checklist

Eric Siu

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**

**“Building relationships is the game
changer in business and marketing.”**

ERIC SIU

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.