

Dialing In Your Online Marketing

10 Point Checklist

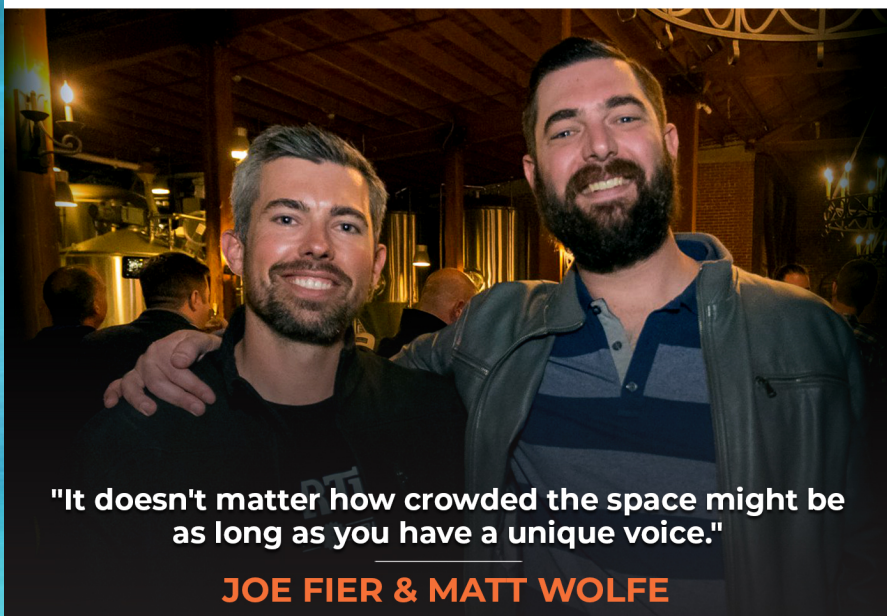
Joe Fier & Matt Wolfe

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**



"It doesn't matter how crowded the space might be as long as you have a unique voice."

JOE FIER & MATT WOLFE

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.

- ☐ Research on how I can leverage search ads on Google in a strategic way to hone in on keywords. This will help me to create more relevant content.
- ☐ Learn how to use the Content Gap and the Content Explorer tools so I will know the content my competitor is ranking for that I'm not ranking for yet as well as all of the most shared content based on broad keywords. This is one way of getting ideas for content.
- ☐ Perform split tests constantly in order to see how paid traffic reacts to different things such as landing pages, offers, price points, and so forth.
- ☐ Create videos and promote tools like SaaS software tools. They can become bread and butter when it comes to affiliate promotions.
- ☐ Come up with a cover in the early steps of my writing process, realizing that it helps me focus and get clear on where I'm heading. Seeing the actual cover will also energize and motivate me.
- ☐ Create an audience-building platform that gets more search traffic by doing long-form blog posts that incorporates the transcript, images, tweets, and other visual things to break up the text.
- ☐ Take advantage of Brandcasters' podcast service package. For only \$99 per episode, they handle everything from transcription and audio editing to long-form blog posts, social images, and links to tweets.
- ☐ Extract more value out of my podcast and get direct ROI from it by having case study episodes and bringing in clients to examine what worked and where you generated the ROI.
- ☐ Read Joe and Matt's book, The Evergreen Traffic Playbook, by going to EvergreenProfits.com/Speak. The book draws on interviews with online marketing experts that provide strategies and tactics on how to build evergreen traffic.
- ☐ Follow Joe and Matt on Instagram at Instagram.com/EvergreenProfits to learn more about how to create evergreen traffic and to connect with them.