

# Transform Your Marketing Department into a Profit Center

## 10 Point Checklist

Robert Rose

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**



**"Content marketing, in its purest  
essence, is marketing ideas."**

**ROBERT ROSE**

# 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.

- Market ideas, not products. Effective marketing is all about providing solutions, elevating lifestyles, and easing pains.
- Create a detailed content planner and use it as my guide in providing the best content for my audience.
- Utilize digital marketing strategies such as ads, SEO, social media, etc. to promote my content.
- Be smarter in creating ads. Make sure that I am not overspending on ads that aren't converting my target audience.
- Treat my audience as one of my biggest assets by making them feel heard and taken care of.
- Optimize for quality, not quantity. Determine the parts of my metrics or analytics I should focus more on.
- Go the extra mile for my customers. Make them feel special by offering additional value wherever I can. One example would be to send them a “thank you” package after they have purchased from me.
- Always deliver value to my audience. Make sure that everything I do resonates with my business' branding, mission, and vision.
- Always make the customer's needs my highest priority. Running a business shouldn't be about me.
- Grab a copy of Joe Pulizzi and Robert Rose's book, [Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit](#).