

# Create Content at Scale

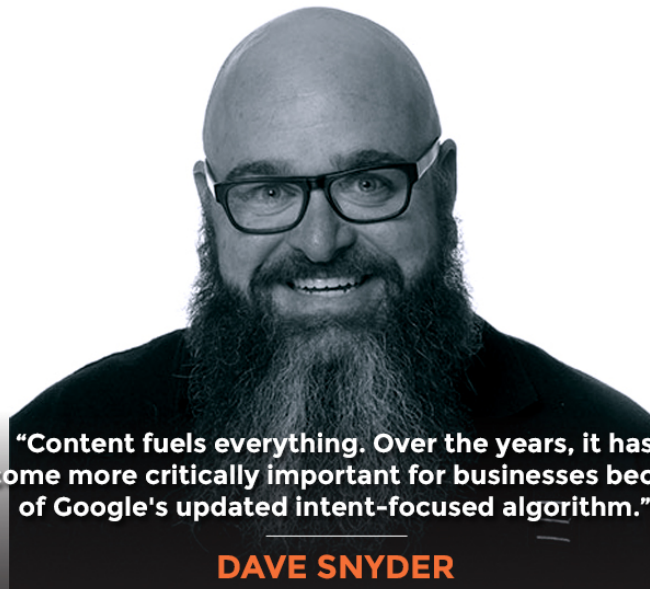
## 10 Point Checklist

Dave Snyder

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 fuels everything. Over the years, it has become more critically important for businesses because of Google's updated intent-focused algorithm.”**

**DAVE SNYDER**

# 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.

- Always tie my marketing efforts with a lead generation strategy. Take the opportunity to get my prospects' details, such as name and email, by offering them something valuable.
- Visualize the customer journey and come up with specific marketing strategies that aim to nurture, follow up, and deliver every step of the way.
- Create a funnel so that my team and I are working towards the same goal. This will help us understand what we're trying to accomplish and what we need to implement to achieve something.
- Do a site audit at least twice a year and continuously find ways to optimize my website.
- Incorporate Facebook pixels on my site so that I can see where my visitors last left off when they're browsing. This will help me improve my remarketing or retargeting approach.
- Always have the ROI in mind when doing content marketing. It's not enough to produce outstanding content, it should be something so valuable that people are willing to like, comment, and share it with others.
- Start with soft-sell content where I create something that's purely just being informational and helpful. This gives way to catch my readers' attention to spark their curiosity. Eventually, this will lead them to want more until they finally purchase.
- Utilize infographics that either tell a story or give useful information. It is easier to read and understand than a 500 to 1000 word article.
- Don't feel pressured to start from scratch. There is no reason to reinvent the wheel. Find people who are successful in our shared industry and apply what's already working.
- Check out [CopyPress](#) for more information on how to create content with guaranteed massive ROI.