

Social Media Meets Content Marketing

10 Point Checklist

Michael Stelzner

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**



**“People want valuable insight, access to great people, and
recognition before they want products and services.”**

MICHEAL STELZNER

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.

- Constantly update my marketing knowledge so I can keep up with trends and the latest strategies. Attend marketing conferences, listen to podcasts, or read books that can advance my expertise.
- Utilize video marketing with the help of YouTube, Instagram Stories, Facebook, Facebook Live, and more.
- Strategize how I want to do video marketing. Determine what type of content my audience wants and translate that into video.
- Combine different marketing strategies and find out what works best for the brand I'm promoting. It can be a mixture of offline, online, organic, and paid ads.
- Be social on social media. Study where my prospects spend the most time and establish a presence on that platform.
- Try podcasting to position myself as an expert in my niche. Podcasts are great for easy to consume long-form content.
- Observe my social media metrics on a regular basis to find out how I can improve my strategies moving forward.
- Be all about engagement. Communicate with my followers on all areas and make sure queries, messages, and comments all get responded to.
- Plan my content ahead of time so I can strategize how I want to communicate with my audience through social media.
- Check out [Social Media Examiner](#) to learn more about the latest on social media marketing.