

A View into the World of AI and Ecommerce

10 Point Checklist

Ali Najafian

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**



“For the AI to be accurate and powerful, the data that comes in and the data that is put through has to be accurate.”

ALI NAJAFIAN

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.

- Invest in machine learning and AI if I want to stay relevant in the fast-paced world of tech. Not only will it help my business' productivity, but it'll also help lessen overhead costs in the long run.
- Organize how I collate my customers' data to provide better service for them. Map out the best questions to get me the answers I am looking for.
- When integrating AI on my website, make sure it has accurate data to work flawlessly.
- When selling multiple products, integrate suggested links that will help inform my customers about similar items. This type of marketing strategy helps promote other merch in my shop as well.
- Keep communication lines open and accessible to everyone who wants to reach me. My email and social media engagement should be on point, so my prospects and customers stay happy with my service.
- Implement conversion strategies on my homepage. It is the frontline of my company. Therefore it needs to make a great impression.
- Utilize the API features of online marketing tools to improve convenience for customers.
- Be smart about running ads. Make sure what I spend on ads isn't breaking the bank because paid promotions can get costly.
- Focus on outstanding, high-quality content creation. It shouldn't just be something that fills my website. It should also be engaging and thought-provoking so people will want to share.
- Check out Ali Najafian's brainchild, [Alfred Intelligent](#), and his website, [Trendy Butler](#), for a game-changing way on how I can dress myself.