

Next-Level Video Marketing

10 Point Checklist

Dwight Holcomb

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**



**"Video has outperformed just about every ad platform-
Facebook Ads, LinkedIn, and AdWords."**

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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.

- Be in the know with what people are saying and where they're going to talk. Find the crowd that will support you best and give them what they need.
- Look into the future and focus on implementing sustainable strategies. Don't jump on the next trend right away. Make sure it's not a short-time fad.
- Get creative with my messaging. Humor tends to catch more attention and engagement. Go the extra mile when communicating. Don't just send copy-paste email templates to my prospects.
- Go virtual. Find ways to engage, communicate, and promote my business online. Hold virtual events, webinars, or Zoom meetings and maintain the connection even with your current schedule.
- Determine which part of my business can be automated. Spend less time on manual processes and more time on innovating systems.
- Get into video marketing for a more dynamic approach in presenting content. More and more people are consuming video content.
- Learn the technical requirements to create an outstanding video. Invest in a good camera and microphone for high-quality audio and video.
- Focus on goals that are measurable, achievable, realistic, and timely. People respond better if something is proven to give them the most convenience.
- Dress up for significant situations. Always bear in mind that I am the face of my company. I always want to put my best foot forward in front of our customers or prospects.
- Check out [Dwight Holcomb's website](#) for more content on marketing strategies that guarantee huge conversations.