

# Crafting Content that Converts

## 10 Point Checklist

Lacy Boggs

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**



**“When you have a strategy, you understand why you’re doing it. You know how to promote it and how to get it in front of the right people. That is how something becomes so much more indelible.”**

**LACY BOGGS**

# 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.

- Build a strategy for how I want to convey my message to my target audience. This creates a clear direction for how I can accomplish my company's goals.
- Make sure that all the content I publish stays aligned with the company's branding. It's not just about the logo, font, and colors. It's also about the tone of voice, language used, and style of communication.
- Play the long game and always remember to take a step back to see the bigger picture. Create content that can be timeless.
- Don't set aside text content. From an SEO perspective, Google can crawl text faster in the SERPs.
- However, don't just place a slab of text on a web page. Utilize other forms of media such as infographics, videos, and images with quotes to make it easier on the eyes.
- Be crucial about intellectual property. Make sure I protect what is mine and not steal other people's content. It's always best to credit the owner of an original work when using it or emulating it on my end.
- Create a content map for my customers. For every checkpoint, they reach in their journey, make sure I have the proper messaging and information to guide them to whatever they need.
- Treat testimonials, survey answers, and reviews like gold. This information can help make the best decisions for my customers and business.
- Listen to the customer and try to understand where they're coming from. It's not how I present my product, it's how my customers respond to it.
- Check out [Lacy Bogg's website](#) to learn more about finding your perfect voice online and grab a copy of her [free guide](#) exclusive for Marketing Speak listeners.