

Lessons in Direct Marketing

10 Point Checklist

Brian Kurtz

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**



“As opposed to the 80s and 90s, advertising today is infinitely better. There are so many options, you just have to find the right ones.”

BRIAN KURTZ

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.

- Establish more direct strategies for my marketing plan. Find out if direct mail or face-to-face marketing is applicable to my business. Sometimes even if I'm doing most of my stuff online, direct mail may compliment what I'm doing.
- Nurture my list. While I find ways to keep it growing, it's also important to make sure I'm connecting with my existing customers.
- Segment my database and create different ways to communicate with them depending on where they're at in their customer journey.
- Pay attention to analytics. Decide which marketing metrics I'd like to focus on and let the results drive my next decisions.
- Backup my marketing with a stellar product. There's no point hyping something up when it doesn't deliver what is promised.
- Mesh the old school with new trends. Don't disregard a strategy because it's been done for ages and don't join in on a trend when it could just be a fad.
- Have a physical product I can sell or offer to my customers. Sometimes when services are being sold, it's nice to have something tangible to help people remember my business.
- Be more thoughtful and creative with my customer service. Make it a pleasant experience for them every time they purchase or subscribe to what I'm offering.
- Focus on who instead of how. If there's an area of the business I am not adept with, don't spend so much time on how I do it. Focus instead on who can do the task best.
- Claim my free 44-page book of successful direct mail campaigns, "[How To Explode Your Advertising Results and Your Profits with 3D Mail.](#)"