

AI Fundamentals for Marketers

10 Point Checklist

John Wall

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**



**"The world is rapidly changing. The best we can do
is make a conscious effort not to get too crazy
about everything that's going on."**

JOHN WALL

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.

- Dive deep into data science. It's the process of extracting and analyzing data to make better business decisions. Some companies hire data scientists to show which areas businesses should focus on to achieve the best results.
- Determine the type of information I should get from my prospects and clients. I can use their answers to build a strong data foundation that will play an integral role in business decision making.
- Familiarize myself with machine learning. According to Stephan and John, there will be two kinds of businesses that will exist at the end of this decade: businesses that use AI and businesses that are out of business.
- Dip my toes in predictive analytics. If my business has been running for a while now, I can observe the annual trends and use that data to predict what's going to happen in the next few years.
- Find more ways to automate my business. This will help lower my overhead costs, increase productivity, and improve worker safety.
- Be able to keep up with changes. My business' longevity depends on how adaptable my team and I can be with changing economic trends.
- Become familiar with data analytic applications like [Python](#), [Tableau](#), [Google Analytics](#), and more.
- Focus on actionable insights. List down the most crucial metrics that are fundamental to my company's growth. Knowing where to look can make it easier to find gold.
- Don't abuse the data I gather. Be ethical in handling other people's information and treat it with the utmost care.
- Visit [Trust Insights](#) to learn more about marketing analytics, AI, and more.