

AI Is Reinventing Search Marketing

10 Point Checklist

Mike Rhodes

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**



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.

- Learn more about Google Ads. Read a copy of Mike Rhode's book, [Ultimate Guide to Google Ads: Access more than 1 Billion People in 10 Minutes](#).
- Find more ways to implement automation in my company. Doing so will optimize the productivity and efficiency of the operations.
- Become more familiar with AI and its benefits but also make sure that I'm utilizing it for the benefit of my clients and company.
- Research thoroughly before implementing new technology. Although it's profitable to keep my systems updated, make sure I'm investing in the right place.
- Take short courses that can improve my knowledge in machine learning. Stephan recommends Coursera.
- Observe the present trends in business and economics. Use that gathered information to predict the future of the company.
- Test out strategies so I have a clear perception of what's both effective and not before moving forward.
- Be prepared for change. Adapt gracefully to the highs and lows of running a business. This is how I'll survive in the industry.
- Use dashboards and visual data to help with the decision making process. Using design to present information can help ensure everyone's on the same page.
- Check out Mike Rhodes' website, [Web Savvy](#), to learn more about who they are and what they can do to help.