

The Evolving Ecommerce Ecosystem

10 Point Checklist

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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**



“2030 has happened in 2020. Every company is becoming more and more aware of how online strategies play a crucial role in successfully running a business.”

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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.

- Leverage the gap between technology and marketing strategies to be of better service to the people. The digital industry is all about transparency, convenience, and reliability.
- Establish a customer persona. Clearly define who my target market is. Find out what they like, what they hate, and who they are. This data will help me decipher the best ways to approach them.
- Develop a robust content marketing plan. People don't buy brands or products, they buy the story behind them. Create authentic and engaging content that compels and convinces people my brand is the best choice.
- Implement regular communication through email. Make sure to speak to each segment uniquely, and tailor messaging to where they are in their customer journey.
- Publish natural, homegrown content in addition to professionally filmed videos and photos. In today's society, customers prefer naturally looking images to give the brand a sense of realness.
- Focus on improving customer experience through exemplary customer service. Show genuine care, implement convenient systems, and ensure my team upholds the company's value in everything we do.
- Focus on crucial metrics and conversion rates. Monitor my finances closely and regularly check if the systems in place are increasing ROI.
- Think from a data perspective. Always rely on the given data to avoid running my business blindly. The future of my company lies within the present information at hand.
- Hire a consultant if necessary. If hiring an in-house manager and team isn't something I'm ready for, having a consultant guide my team and I along the way can prove to be a good investment.
- Visit [Fit for Commerce's website](#) to learn more about everything eCommerce, digital, and omnichannel strategies.