

# Audience Intelligence, on Steroids


## 10 Point Checklist

### Rand Fishkin

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**



"I'm a big believer in organically building an audience who genuinely cares about what I publish instead of spending money on tools just to increase numbers on my online status."

**RAND FISHKIN**

# 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.**

- Invest in market analysis and research. It pays to know who my audience is. The more I connect with my target market, the more I get a positive response from them.
- Reach my audience through different types of media. Find out where my target audience hangs out the most and test these various media outlets to see if something clicks.
- Establish clear profiles of my target audience. Be more specific in describing them rather than just their age and gender. Audiences are more complex, and getting to know them gives a business a better edge in catering to them.
- Utilize Google search to its full potential. There are many ways to search on Google more efficiently. For great insights and useful tips, Rand and Stephan recommend reading Google Power Search.
- Pay attention to the audience insights regularly. Observe the trends over time and let data guide my business decisions.
- Be updated with the trends and current events. Strike while the iron is hot and take advantage of the timeliness of information. Using hashtags on social media posts is a great way to do that.
- Do thorough research of your competition. Learning more about my competitors can give me more insight into what makes them stand out.
- Keep answering people's questions. Create content that aims to provide new knowledge to those who are looking for it.
- Take advantage of technology. Marketers can now get information at their fingertips—research tools that can help me achieve my goals.
- Check out [SparkToro](#) for an easy way to discover what websites, blogs, podcasts, social accounts, and publications your audience is enjoying.