

Growth through Automation

10 Point Checklist

Matt Astifan

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**



“Creating systems is phase one. The next phase, which is the most integral, is finding the right people to put the plans in play.”

MATT ASTIFAN

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.

- Find communities online and offline that can help me learn and grow. eLearning is a great way to improve my skills even while on the go.
- Be serious about establishing working systems and workflows. When a team is highly aware of the steps and has a clear goal in mind, there is more room for productivity.
- Run events that promote learning and networking. Gather like-minded people in a fun and interactive way so everyone can have a memorable takeaway at the end of the program.
- Slowly pick things up after COVID. 2020 was a challenging year for business owners to keep operations alive and running. Now that the world is gradually gaining momentum and is starting to move forward, it's also time to revisit my strategies.
- Create content that scales. Plan ahead and vigorously when it comes to what I publish about my business online. It should be relevant, valuable, and share-worthy to my audience.
- Find the right people to fill the most critical roles. It's more about finding the 'who' than finding the 'how.'
- Utilize apps that help the business achieve its goals more efficiently. There are tools for automation, analytics, bookkeeping, promotion, content creation, etc.
- Keep promoting what I do. Share as much as I can in the hopes that it can shed light, guidance, and knowledge to others.
- Get a clear context of what people are searching for. Be familiar with my target audience's internet behavior to be more aware of how to better cater to them.
- Visit [Matt Astifan's](#) and [Webfriendly's](#) websites to learn more about marketing, content creation, automation, and how to do more that can keep my business running on autopilot.