

The Answers You Seek Are in the Data

10 Point Checklist

Swish Goswami

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**



"These days data is becoming more valuable than oil. Knowledge is power."

SWISH GOSWAMI

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.

- Develop the skill of predictability. This is where I can analyze what's trending today and how that will affect the future of my industry.
- Capitalize on information. The answer lies within the gathered data. When I ask the right questions, I get the best solutions.
- Be responsible for what I put out on the internet. Data breaching is becoming more rampant because of the accessibility we have now. It's essential to be more careful than ever of what I want to publish about myself.
- On the other hand, be respectful about people's data. As a business, make it a priority to let people feel comfortable and secure sharing their info with me. Ensure them that I will handle it with utmost care and honesty.
- Check out the documentary [The Social Dilemma](#) on Netflix. Tech experts sound the alarm on the dangerous human impact of social networking.
- Leverage LinkedIn as a social media platform. Its algorithm proves to be quite beneficial for entrepreneurs and enterprises.
- Curate an excellent, authentic personal story that will capture my audience. When people connect and relate to my message, they respond to it quicker.
- Don't take myself too seriously as a brand online. Incorporate humor and memes that promote laughs and even a bit of banter which is also considered engagement.
- Be as responsive as I can with my audience. Reply to comments and messages, react to other people's posts, and nourish that online community.
- Check out Swish Goswami's [Trufan](#) website, an app about social intelligence empowering businesses of any size to make smarter marketing decisions.