

Finding Your Why

10 Point Checklist

Krista Neher

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**



**"Advertising doesn't work like how it did anymore.
Algorithms today are sophisticated in that they
know what doesn't click in an instant."**

KRISTA NEHER

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.

- Produce excellent content that people find interesting, valuable, and share-worthy. Providing helpful and relevant information can build a stronger relationship with customers and prospects.
- Communicate with my customers in a meaningful way. Relatable advertising, an authentic social media presence, and a well-designed website can impact customer expectations.
- Optimize my strategies for digital and leverage my visual assets. Utilize infographics, images, and videos to convey my message more effectively. Visual content grabs attention faster and can influence emotions.
- Establish my company's brand. It represents who I am and what my promise is to my customer.
- Talk more about my audience rather than my business. Instead of saying "we, we, we," position the message to "them, them, them." They are your greatest business asset, and building them is one of the most valuable marketing investments.
- Determine my target audience's pain points. If I know what my customers struggle with, I can pitch the product or solution in a way that solves their problems.
- Be consistent with content management and creation. Consistency establishes credibility, builds trust, and strengthens my reputation.
- Be familiar with the social media platforms and how to use them for communication with my audience. Having an online presence as a business is a great way to interact with and connect with my audience.
- Build an excellent, well-designed website and optimize it for search engines. An optimized, informative and updated website boosts credibility.
- Visit Krista Neher's company's website, [Boot Camp Digital](#), to access resources to fast-track in advancing your skills in digital marketing.