

# Data-Driven Storytelling in Marketing

## 10 Point Checklist

### Dennis Goedegebuure

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**



**“The ability to visualize an entire story using data and grab an audience’s attention is a unique ability. As a result, it has become a special skill in today’s marketing.”**

**DENNIS GOEDEGEBUURE**

# 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.**

- Start with a thorough research strategy to gather the exact type of data I am looking for. Select a topic of interest and look for credible resources that can verify my queries.
- Ask the right questions. Doing so will grant me the best answers. But always bear in mind that I cannot ask for personal information online.
- Analyze the data after collecting information. Analysis always comes next after data gathering. This will determine the execution part of the process, which will become my narrative.
- Brainstorm ideas with my team on how to curate the best campaigns for my audience. Seek people who are pretty adept in the field of copywriting, graphic design, marketing, etc.
- Implement the art of storytelling when I present my narrative. People pay more attention when something is interesting, relatable, and engaging.
- Become familiar with my audience's behavior. Step into their shoes and see the world through their eyes. Doing so can help me build a strong rapport with them.
- Observe relevant days in conceptualizing data-driven storytelling. For example, certain times of the year can affect a person's decision-making process.
- Incorporate well-designed visuals that can accompany my core message. Develop a robust branding strategy that can perfectly embody who I am or what my business is about.
- Be versatile in using different types of media when presenting my data. For example, infographics are an excellent way to capture the readers' attention and help them understand the information quickly.