

Why Data-First Marketing

10 Point Checklist

Janet Driscoll Miller

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**



“Data needs to be at the center of everything you are doing with marketing.”

JANET DRISCOLL MILLER

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.

- Define the goals as a whole organization. Each department in the company must have a common goal to provide direction and serve as a reference point for everyone.
- Define the company's personas. The purpose of personas is to create reliable and realistic representations of my key audience segments for reference. These representations should be based on qualitative and quantitative user research and web analytics.
- Know and understand my customers. This will allow me to give them good service, resulting in strong customer relationships and new sales through positive word-of-mouth.
- Segment my audience. Audience segmentation avoids mediocrity because it makes your marketing efforts more personalized and focused.
- Think of different creative ideas to gather my current customer base to get great information from them. It must be more intimate and helpful for them. For example, I can interview and incentivize them, create customer summits, or set up user groups.
- Understand how my audience interacts with my site. I can use tools to gather usability measurements - like Google Analytics' scroll depth, Click Heatmaps, etc. Usability is so key to everything in digital marketing.
- Use Google Sheets to combine data on different platforms. There are so many automated things I can do with it. For example, I can automatically take data from Google Analytics, put it into Google Sheets, reformat it, and then use the sheet inside Data Studio as a database.
- Always do an analytics audit. Make sure all goals are correctly set so that I won't make decisions using bad data.
- Check out Janet Driscoll Miller's book, [Data-First Marketing](#), and try the [free mini-assessment](#) to know how evolved and mature my organization is on the data-first marketing maturity model. Also, join the free book giveaway at bit.ly/marketingspeak.
- Visit Janet Driscoll Miller's [website](#) to learn more about the Data-First Marketing approach her agency uses. Also, connect with her through [LinkedIn](#) and [Twitter](#).