

The World of Web3 and Emerging Tech

10 Point Checklist

Sani Abdul-Jabbar

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**



**“Digital marketing is not just about clicking and selling.
It’s about user experience and user relationships.”**

SANI ABDUL-JABBAR

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.

- Teach to learn. Teaching benefits not only the people I teach but also me as I learn new things. In addition, learning by teaching can help improve my efficiency, confidence and communication skills.
- Be open to new technologies. Adopting new technologies allows businesses to offer what only a few are offering. Doing so can boost revenue streams while providing value to customers.
- Start automating business processes. Workplace automation could save a business money by eliminating costly errors and streamlining processes to help employees complete them more efficiently.
- Collect relevant and reliable data. Having the correct data will allow me to fully understand how it works and create actionable insights.
- Research more on how blockchain works. Blockchain increases trust, security, transparency, and the traceability of data shared across a business network. It also delivers cost savings with new efficiencies.
- Try using the [Brave browser](#). On the surface, the Brave browser looks like an ad blocker, but it can give additional control over what anyone wants and doesn't want to see when browsing.
- Know my customers. Understanding them is the key to giving good service, resulting in strong relationships and new sales through positive word-of-mouth recommendations.
- Don't try to change the customer's behavior. The moment I ask them to change, it will cause some friction. The goal is to minimize and eliminate a need for behavior change and let them do what they always do.
- Provide a delightful user experience. There must be a positive emotional effect on my client when interacting with my product or service.
- Reach out to Sani Abdul-Jabbar on [LinkedIn](#). Also, visit VezTek USA's [website](#) to learn more about their services. .