

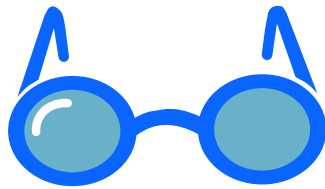
It's 2020 Do you know how your customers are?

This year is like no other. Analyze your marketing via this cheat sheet.

1

REASSESS

Your Marketing - Circa 2020 & Beyond



- Survey your customers (digital and/or focus groups)
- Survey your potential customers
- Map out their journey
- Gauge how customers and prospective customers want their communication and interaction short and long-term
- Brand checkup-is your branding consistent; do you have style guide that is enforced throughout all marketing efforts?
- What are customers saying about you? What is your brand perception within social media?
- What are your competitors doing that is working well for them? Have you benchmarked them lately?
- How do you differentiate from your competition? What makes your business/products/services superior?

"1 of the top marketing tactics for 2020 is conversational marketing or chatbots—for both B2C & B2C"

—Holly Rollins, 10x digital

2

CONTENT

that Converts



Now more than ever, make sure your content, forms and communication methods are digital and optimized, including:

- Conduct a digital marketing audit, ensuring your content is:
 - SEO-friendly
 - Keyword-rich
- Social media that is interactive and engaging
- Informative newsletters that educate with bulleted copy and helpful hints
- An informative, up-to-date blog that offers useful content
- Collection of customer testimonials that speak to the great service/product you provide
- Content that's bite-sized –on all platforms—from websites to social media
- Call to Action (CTAs) and best practices for conversions should be incorporated into all marketing

3

HYPER-TARGET

your messaging to your demos



Gone are the days where one message or brochure fits all; segment your audience and direct tested messaging via:

- Email marketing
- Retargeting
- LinkedIn
- Many other methods
- Social media
- Influencer marketing (esp. B2C)