

Customer Experience, on Steroids!

10 Point Checklist

Gerry McGovern

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 metrics drive the culture and the metrics
drive the behavior."**

GERRY MCGOVERN

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.

- ☐ Create content that adds value to my clients. Use words that cater to their needs.
- ☐ Be open to feedback. Let my customer speak about their experience, accept the good and the bad.
- ☐ Aim to be authentic and genuine with my marketing. Fake marketing was there long before the fake news.
- ☐ Find ways to cultivate a healthy and long-term relationship with my existing clients. They're the driver of value, not the potential customer.
- ☐ Apply Gerry's Top Tasks Analysis. It's a methodology that clearly identifies what matters most to people but equally what doesn't matter to customers.
- ☐ Make it easy for my clients to do business with me. Simplify the process and let go of unnecessary steps.
- ☐ Quickly address my customer's challenges. If I'm not helping them, someone else will.
- ☐ Figure out ways on how to measure their experience and behavior.
- ☐ Empower my customer service team. Make them feel valued and listen to their inputs.
- ☐ Grab a copy of Gerry McGovern's book Transform: A Rebel's Guide for Digital Transformation.