

How to Refine Your Target Demographic and the Social Platforms to Engage Them On

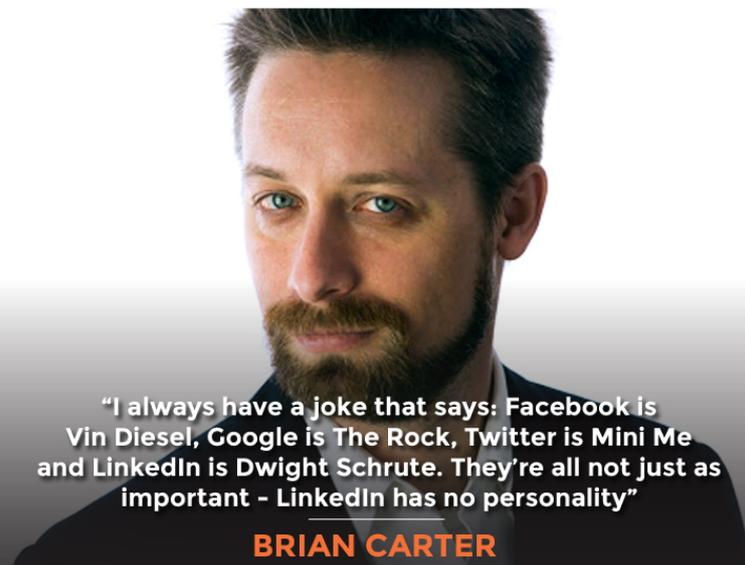
10 Point Checklist

Brian Carter

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**



"I always have a joke that says: Facebook is Vin Diesel, Google is The Rock, Twitter is Mini Me and LinkedIn is Dwight Schrute. They're all not just as important - LinkedIn has no personality"

BRIAN CARTER

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.**

- Facebook can be an incredibly powerful tool for outreach and advertising. Write down a few paragraphs detailing exactly why you think it is (or isn't) the best tool for you.
- One of the keys to going viral is understanding your audience. Explore your audience in more depth than you usually would, and go beyond the obvious to find three interesting or quirky things about them. Come up with a few ideas of potential viral content for each of these things.
- Turn your ideas for potential viral content into reality, then run tests with the viral content you've created to see if your target audience responds to it.
- Explore what Facebook Audience Insights has to offer. It can give you information about your audience's purchase history, Facebook usage, demographics, and much more to help you better tailor your ads.
- Play around with Giphy so you'll be ready to use it when you need to be entertaining and engaging while chatting or interacting with contacts on Facebook.
- Brian describes BuzzSumo as "the Google of highly shared content." It can help you both in communicating with contacts and in designing and creating viral content of your own to share.
- When you're targeting your advertising, you need to be specific; "savvy shoppers" won't work, but "people who like North Face and went to grad school" will.
- Brian's FIT process includes three steps: find, invent, test. He then cycles through these steps: find information about your target audience, invent tests in the form of ads and content, and then test the creations by seeing how the audience responds. Go through the process three times, refining your content each time.
- Creating a successful spinoff of a successful ad involves reusing the part that appealed to the audience. Break a successful ad down into various features, and try testing each of these features in a couple more ads to understand why the first one was successful.
- According to Brian, there are lots of improv people out there who are very creative and who don't make a lot of money. Try hiring one of them to come up with outside-the-box ideas if your own creativity (or creative department) is coming up short.