

# Maintaining Integrity in Digital Marketing

## 10 Point Checklist

### Lauren Pawell

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 marketing world is moving to where privacy is becoming more significant, forcing us to be better marketers and build better relationships with our audience.”**

**LAUREN PAWELL**

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# 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.**

- Keep everything in the business running, serve my clients and think about scaling.
- Level up the internal team's skills and knowledge so they can handle all the work even when I am not around.
- Develop marketing assets and strategies that are effective for my business's promotional needs.
- Market a product or company that is in the consumer's best interest and work with people that align with my personal beliefs.
- Be mindful about what messaging clients put on social media and how much engagement I will use.
- Learn the lessons from partnerships that didn't work out in the past.
- Spend time doing things I enjoy and create positive contributions to the digital world.
- Research more on how to create effective pop-ups or calls to action for my website to utilize.
- Utilize more robust advertising and work on SEO program to get more reviews and testimonials
- Visit Lauren Pawell's [website](#) to know more, book a call and learn tips to generate more testimonials.