

REACH

THE 24/7 EMPLOYEE CHECKLIST

Create an email campaign that gives relevant “problem-solving content” to your customer. Blogs, downloads, products, and services they are likely to be interested in.

Create new content based on what has performed best. Make sure to install Google Analytics and look at those analytics to determine what to repurpose, such as blogs into videos, videos into eBooks, etc.

Create new content based on what has been successful. Focus on content that is engaging on social media and your website. You can use native social media analytics combined with Google Analytics to determine what has been most popular.

Create a retargeting ad that gives relevant “problem-solving content” to your customer. Once you install social media pixels, you’ll be able to retarget visitors that come to your site. These ads should also point potential customers to blogs, downloads, products, and services they are likely interested in.



THE *24/7 EMPLOYEE* CHECKLIST

Create a community, such as a private slack channel or Facebook group that gives relevant “problem-solving content” to your customer. Interact with your customers on a one-on-one basis, and they also can all learn from each other!

SCHEDULE A CALL TO SEE HOW WE
CAN MAKE SURE YOUR 24/7 EMPLOYEE
RUNS LIKE A WELL-OILED MACHINE