

# 10 Marketing Must-Dos for 2014

Having assessed 2013's marketing prediction hits and misses, we've put together this checklist to help you keep your marketing on track in 2014. Print it out, hang it next to your desk, and tick off the boxes as you reach new marketing milestones.

- 1) Stop Running Campaigns** ..... ➔   
The traditional marketing campaign -- with its established start and stop dates -- is on its way out. The new model? Real-time marketing based on the consumer's schedule, not yours!
- 2) Let Inbound Spread Throughout Your Company** ..... ➔   
Attracting customers through creating content and adding value isn't only for marketers. Let this be the year you spread the inbound love to other departments (like sales).
- 3) Stop Sending "Email Blasts"** ..... ➔   
Hitting everyone on your list with the same, blanket email won't cut it in 2014. Instead, segment your list according to behaviors/preferences and send personalized emails.
- 4) Invest in Content to Improve SEO** ..... ➔   
Google can now recognize full-question searches (instead of just specific keywords). To take advantage, answer the questions your customers are asking with compelling content.
- 5) Boost Your SEO with Social** ..... ➔   
Social signals and recommendations are now among the most important ranking factors in Google results. So, to give your SEO a boost, focus on getting those "+1s" and "likes."
- 6) Close the Loop** ..... ➔   
Being able to track visitors to leads to customers is a magic bullet for inbound marketers. Armed with this closed-loop reporting, you can truly see what's working and what isn't.
- 7) Encourage Audience Participation** ..... ➔   
While audiences were once passive listeners, they now regularly create and share media via social. The next step? Encouraging audiences to help with product planning and creation.
- 8) Be a Good (Social) Listener** ..... ➔   
"Social listening" means more than simply trolling networks for keywords and trigger events. The best listeners develop lists of prospects and engage with them human-to-human.
- 9) Be a Holistic Marketer** ..... ➔   
Consumers have all the power, and they research and buy across many platforms and screens. Instead of focusing on a specific channel, focus on delivering a holistic experience.
- 10) Have Doubts, Question Everything** ..... ➔   
2014 is the year of self-doubt: a year when we as marketers should look at what we're doing and ask, "Why?" The more you question, the more you'll learn, and the more you'll improve.