



SPEAKER MARKETING Success

CHECKLIST

THIS 36-POINT CHECKLIST IS DESIGNED TO HELP YOU QUICKLY PINPOINT WHERE THE GAPS IN YOUR CURRENT MARKETING ACTIVITY ARE. IT WILL ALSO SERVE AS A POTENT DISCUSSION DOCUMENT WHEN WE CONNECT TO DISCUSS YOUR SPEAKER MARKETING SUCCESS PLAN.

WEBSITE

- Hero photo with audience
- Bold positioning statement
- Video content on home page
- Video content at least second tier down
- Downloadable speaker kit
- FAQ / info section
- Blog with content less than 90 days old
- Live chat function
- Industry-specific content or videos
- Clear reason to engage
- Social links or feed
- Strong call to action / contact page

VIDEO CONTENT

- Multiple showreels for industry / topic
- Point of view videos
- Personal / why video
- Testimonial video

CONTENT

- Book or significant thought leadership piece
- Up-to-date blog
- Automated email marketing program
- Re-purpose of video content

CUSTOMER EXPERIENCE

- Pre-gig gift or bonus
- Customised promo video
- Post-gig gift or bonus
- 30-day follow up

LINKED IN

- >15 daily outreach / connections
- 3-5 engagements a day
- Posting 2-3 times a week
- One written recommendation a week

BUREAU MARKETING

- Up-to-date bureau consultant list
- Up-to-date info and images
- Bureau marketing program
- Bureau recognition program

PROCESS

- Customised proposal
- Personalised follow up process

CLIENT RE-ENGAGEMENT

- 10 outbound calls / texts a week
- Weekly nine-word email