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100 Things Every Marketer Should Know

By Vasileios Mylonas

Ads & Campaigns

1. Your ads should communicate differently with people who have already converted into clients.
2. A/B testing is not optional; it's essential.
3. Retargeting can boost your conversion rate significantly.
4. Set limits on how often your ads are shown to the same individual to prevent overexposure and annoyance.
5. Use urgency and scarcity to drive quick action.
6. Tailor your messaging for each platform & target audience.
7. Use retargeting ads to bring back visitors who didn't convert.
8. Real-time marketing (reacting to current events) can capture attention.
9. Exclusivity can make your offers more attractive.
10. Multi-channel marketing is more effective than focusing on a single platform, exceptions may apply for niche audiences.
11. Behavioral targeting can improve ad relevance.
12. Create urgency without being pushy.

- 13.** Tailor your ads for different stages of the buyer's journey, aka the marketing funnel
- 14.** Experiment with various ad formats (video, carousel, static) to see which resonates best with your target audience.
- 15.** Avoid ad fatigue by regularly refreshing your creative to keep your audience engaged.
- 16.** Highlight customer testimonials, reviews, or user-generated content in your ads or landing pages to build trust.
- 17.** Ensure your ads align with your target audience's values and beliefs to foster a deeper connection and increase brand loyalty.

Content & Copywriting

- 18.** Always test multiple headlines for every campaign.
- 19.** The best time to post on social media varies by platform and audience.
- 20.** Focus on benefits, not just features, in your messaging.
- 21.** Always tailor your content to meet the needs, preferences, and pain points of your target audience.
- 22.** Content should also educate, not just sell.
- 23.** Guide your audience on what to do next by including clear and actionable CTAs in your content.
- 24.** Personalization increases engagement rates.
- 25.** Good storytelling is very impactful.
- 26.** User-generated content is more powerful than brand-created content.
- 27.** Content repurposing can save time and extend reach.
- 28.** Visually pleasing content can increase engagement by 80%.
- 29.** People remember stories and emotions, not stats.

- 30.** Blogging if done right can give your business the ability to build trust, and recognition as industry experts.
- 31.** Keep your messaging simple; clarity is key. Use infographics, charts, and other visual elements to simplify complex information and make your content more engaging.
- 32.** Incorporate data and research to support your content, adding credibility and value to your messaging.
- 33.** Video content often outperforms text content.
- 34.** Podcasts are an effective way to reach niche audiences.
- 35.** Leverage FOMO (Fear of Missing Out) in your campaigns.

SEO & Analytics

- 36.** SEO is a long-term investment, not a quick fix.
- 37.** Focus on creating content that remains relevant over time, driving long-term traffic and engagement.
- 38.** Monitor your competition regularly.
- 39.** Use analytics to identify your most profitable customer segments.
- 40.** Mobile optimization is no longer optional.
- 41.** Your website's load speed affects your search rankings.
- 42.** Measure your results with proper attribution models. Analytics should drive your marketing decisions.
- 43.** Regularly audit your content for performance.
- 44.** Always attribute your marketing success to the right channels.
- 45.** Start by targeting specific, longer keyword phrases that are less competitive and more likely to convert.
- 46.** Use structured data to help search engines better understand your content, potentially improving visibility in search results.

- 47.** Use heatmaps to analyze how visitors interact with your website, helping you identify areas for improvement.
- 48.** Regularly check the quality and relevance of your backlinks to ensure they positively impact your SEO.
- 49.** Ensure that your website is easy to navigate and provides a positive experience, which can reduce bounce rates and improve search rankings.
- 50.** Focus on Expertise, Authoritativeness, and Trustworthiness (E-A-T) in your content to meet Google's quality standards and improve rankings.

Branding & Identity

- 51.** Your brand's tone of voice should be consistent across all platforms.
- 52.** Ensure your branding is consistent across all customer touchpoints, including packaging, customer service, and digital channels. Consistent visual branding (images, shapes, etc.) helps in building long-term customer loyalty.
- 53.** Transparency in marketing builds trust with your audience.
- 54.** Visual storytelling is effective in capturing attention quickly.
- 55.** A strong brand identity sets you apart in a crowded market.
- 56.** Building a community around your brand fosters loyalty.
- 57.** Trust signals (like certifications) can ease customer doubts.
- 58.** People connect with people—showcase the faces behind your brand.
- 59.** Your brand's mission statement should clearly communicate your purpose and what you stand for, resonating with your target audience.
- 60.** As markets and consumer preferences change, be open to evolving your brand identity while maintaining core elements that remain true to your mission.

Customer Experience & Engagement

- 61.** Beyond your products or services, focus on delivering a memorable brand experience that delights customers and leaves a lasting impression.
- 62.** Use social proof to build trust with new customers.
- 63.** Create a smooth and welcoming onboarding process for new customers, guiding them through the first steps of using your product or service and setting the stage for long-term satisfaction.
- 64.** Engage with your customers on social media. Encourage them to share their experiences on social media.
- 65.** Building a community around your brand fosters loyalty.
- 66.** Celebrate your customers' milestones, not just your own.
- 67.** Respond promptly to customer inquiries on social media.
- 68.** Use customer testimonials in your advertising.
- 69.** Negative feedback can be a goldmine for improving your products or services.
- 70.** Monitor industry trends to stay ahead.

Email & CRM

- 71.** Email subject lines can make or break your open rates.
- 72.** Personalized email campaigns generally outperform generic ones.
- 73.** Email segmentation leads to better targeting and results.
- 74.** Shorter forms usually yield more leads.
- 75.** Offer free trials or samples to reduce purchase hesitation.
- 76.** Follow-up emails can improve conversion rates, but do not overdo it.
- 77.** Survey your audience to understand their needs and preferences.

- 78.** Use email automation tools to send timely, relevant messages based on customer behavior, such as abandoned cart reminders or welcome series for new subscribers.
- 79.** Regularly clean your email list by removing inactive subscribers to improve deliverability and engagement rates.
- 80.** Implement re-engagement campaigns to win back inactive subscribers, offering them special incentives or asking for their feedback on why they've disengaged.

Social Media & Influencer Marketing

- 81.** Tailor your content to fit the unique formats and audiences of different social media platforms, such as short-form videos for TikTok or in-depth posts for LinkedIn.
- 82.** Work closely with influencers to co-create content that resonates with their audience while aligning with your brand's messaging.
- 83.** Capitalize on trending topics and live events to create timely, relevant social media content that taps into current conversations.
- 84.** Micro-influencers often have more engaged audiences than big names.
- 85.** Social media is for engagement, not just broadcasting.
- 86.** Influencer partnerships can greatly expand your reach.
- 87.** Utilize social media to build anticipation for new product or services launches
- 88.** Use your social media channels to provide valuable information, tips, and tutorials that position your brand as an industry expert.

Customer Retention & Loyalty

- 89.** Well-executed referral programs can be a great asset.
- 90.** Loyalty programs can increase repeat business and conversion rates.

91. Customer reviews are the most powerful form of social proof.
92. The more value you provide upfront, the easier the sale.
93. Invest in quality design—it reflects your brand's credibility.
94. Offer exclusive discounts, early access to new products, or special perks to your most loyal customers to keep them engaged and appreciated.
95. Occasionally surprise your customers with unexpected perks or gifts to create positive emotional connections and enhance loyalty.
96. Regularly monitor your churn rates to identify potential issues in your customer retention strategy and address them promptly.

Miscellaneous Considerations

97. Seasonal campaigns can give you a significant revenue boost.
98. Your first 100 customers are your most valuable learning resource.
99. Always align your marketing with your business goals.
100. Never stop learning and adapting in the dynamic landscape that is digital marketing.



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