

**Dynamic Marketing**

Learn where to focus your marketing efforts and how to make it effective.

1. Always be Building Your List
2. Know your customer
3. Match your targeting to your customer
4. Match your message to your customer
5. Know your Unique Selling Proposition (USP),
6. Crush the customer experience for maximum referrals and return business
7. Have a system for getting referrals
8. Document everything for social media
9. Your website matters a lot (and your Instagram as an extension of this)
10. Crafting your USP
11. Follow up and Marketing Automation Basics
12. Paid Ad Basics
13. Cold Outreach Tips
14. Networking
15. CRM and Followup Essentials