

The JAM Checklist



What is JAM?

It stands for **Journeys, Assets, and Measurement**. Without this clear categorisation on what to look for in your digital marketing, you could try every tactic under the sun and not get any better at it.

Combine **JAM** with your **Business** and **Audience** and you're making gravy.

This checklist is a distillation of principles around JAM. You want to be able to answer these questions when you are considering the value your website brings. Some of these questions are really obvious, and others veer from the trodden path.

That's intentional.

Whenever I guide my clients through this process, it's usually the rabbit holes that they go down that turn up the most value.

That's the whole point.

It's not the questions themselves that hold the value, it's the answers you give, the deeper understanding you gain about your business, the learnings you uncover around serving your clients, and a much fuller appreciation around the potential your website and associated digital marketing can have.

If you're really savvy, you might have Googled **JAM** and not seen very much at all. That's because this stuff is mine!

My own IP.

Ideas, strategies and tactics soaked up along the way in a career that's seem me touch startups, agencies, almost every industry you can think of, the world's biggest advertisers, and now you.

I trust it helps.

JAM on a page.



Your Business.

These questions are designed to help you get very clear about what your business is. Bad businesses bleat things like *we serve everyone, we're unique from everybody else*, or have very *fuzzy* answers to the below questions. If that's you **don't sweat it**.

You can still become a **good business** by getting firmer on these:

- What's the average order value of a customer?
- How many repeat purchase?
- What is the lifetime value (**LTV**) of your customer?
- If you added up time, tools, and costs to acquire a customer - what would that cost be? (**Cost Per Acquisition**)
- What have you spent on marketing this year? How much % of your overall revenue is it?
- What customer pain do you solve?
- What is the customer's understanding of that pain?
- How do you solve that pain for them?
- What result does it bring for your client?
- If you were told you weren't allowed to go and get any more NEW customers - how could you add value to existing customers in the next week?
- What is stopping you from doing that?
- You're at a BBQ on a Saturday afternoon, your elderly aunty Wilma hasn't seen you for a while and has a friend she thinks your business can help. What do you say to Wilma to help her communicate it to her friend?

Your Audience.

It starts with your business but you're nothing without an audience, customers, and clients. A common pitfall in all comms and marketing is making it too much about you, instead of your audience.

- Who is your ideal customer? Think of one person or one person at a business. What makes them so ideal? Why do they keep coming back to you?
- How do they like to be spoken to when you're writing them an email? On the phone? What tone do you take? What things do they ask for advice on?
- What are the things that someone says when they're not aware of the problem you can solve?
- What prompts them to come to you? What do they understand better a year after they see you?
- Situationally** - what do they look like? How old are they? What do they wear? What do they read? Where do they live? What do they earn? How much time do they have? Where do they spend their time?
- Feelings** - what do they believe to be true? What are their hurts? What are they looking for? What frustrates them?
- What are they NOT** (this always sparks an animated response - sometimes its easier) - who do these people revile? What makes their skin crawl? What would they get up and leave the room from?
- Icons and Brands** - what authors are sitting on their shelf? What clothing are they likely to wear? What car would they drive? Who is a celebrity they admire? Name another. And another - stretch yourself!
- Actions against pain** - what actions have they taken to fix the pain you can solve? How much have they spent solving that pain? Can they afford to solve this pain? What's the cost of them not solving the pain? What does not solving that pain mean for them in a lifetime?

Journeys.

Everybody is on a journey. We want to think of journeys they can go on to get to you and your business. Sometimes this is also referred to as *experience*. Stretch and be specific here, there are far more than you give credit, and extra creative ways to generate more.

- ❑ What are obvious ways? Go on, get them out of the way! Can they find you when searching? Can they find you on social media? When people are looking for your website what they looking for?
- ❑ Alright, let's stretch - can they find you on YouTube? Are you listed in any industry directories? Got a LinkedIn Company page or do you just use your Personal profile - why?
- ❑ Where else are you appearing? Are there business cards? Is your website listed in your email signature? Is there a physical element to your business for pushing them online? How does that mechanic work?
- ❑ You think we're done here - have you got an email list? A newsletter? A CRM for prospects? Are you surveying customers after they buy? How about prospects that decide not to?
- ❑ At the coal face - how is Sales getting in touch with customers? Where are they pointing them to? Is it all offline or do they direct prospects to a section of the site?
- ❑ How are people that aren't your ideal customer getting there? Do we want them there? Who else is visiting? Is this traffic incidental? Is there a way to utilise that traffic too?
- ❑ At what stage of the journey are the prospects at each stage of the journey? Do they know who you are? Examples: *in a LinkedIn newsfeed, on your product page, on email and ready to buy.*
- ❑ Based on the stage of the journey they're in - how is everyone else behaving around them? Are they shouting or are they respectful?

Assets.

Whereas journeys can be abstract if you're not familiar with the landscape, everyone understands assets. This can be an image, some copy, a post, a page on your website, an email newsletter, a thank you card. Assets sell for you, and need to be recognise what stage of the journey they're in.

- Does your asset help your prospect?
- Why or why not? (hint: it needs to help them in some way)
- Is it well written? If someone needed to sum up this asset in a sentence - what would it be? Does that sound right to you? What would make it sound more right?
- Is it on brand? Has it got your logo? Does it match your colours? Does it look consistent?
- Where's the **HERO** asset? What's the tentpole that all journeys lead toward eventually?
- Count how many times the words **I, WE, US,** and **AT [COMPANY]** appear. Now count how many times **YOU** appears. How do you make the latter appear much more than the former (think at least 1:5)? (Want to sense-check this? Grab the best assets from brands like Spotify, Netflix, IBM, Nike and scan the copy - it's not about **THEM** - it's about whom they serve).
- What's the offer?
- What singular call-to-action (**CTA**) does this asset have? How do you reduce it to one if it doesn't?
- If this asset burst into a dinner party the prospect was in - what would it have to say to make it feel welcome?

Measurement.

What isn't measured, doesn't get improved. At each stage of the journey there's a way to measure the impact of an asset. For every asset that's in play, you want to be able to determine if this part of the journey is working.

- Do you know what digital marketing is working?
- Have you got a hypothesis or goal ahead of it being in play?
- What's the return on your website if you add up all the costs associated with it?
- Do you understand the difference between **rented** platforms (e.g. an ads report) versus **owned** platforms (e.g. site analytics) versus **collecting rent from your property**? (e.g. sales data)
- What's the highest impact traffic to your website? How do you get more of it?
- Of the people visiting your website, how many are taking an action towards your services? (this can be converted to a %)
- How does your digital marketing performance compare to industry benchmarks?
- What's working really well - how did you get to that conclusion? How do you do more of it?
- What's working poorly - how do you stop doing that or improve it?
- What's some quantitative data that points to your website really working?
- What's some anecdotal feedback or stories you've heard about your success?

Thanks!

for more help visit lukemarshall.net

