



# Content Done Right

## Monthly Newsletter

### October 2020 Issue: Know Your Audience

Knowing what works, why, and quantifying it is the mark of a truly good marketer. Data is the key to this skill. Knowing about your audience and tracking their behaviors clues you into their preferences, letting you get to know them well.

This month we focus on both the technical and creative ends of this process: an overview of Act-On's tracking tool, "The Beacon," a recommendation to optimize your content creation, and a look into email KPI's.

Enjoy October's edition of Content Done Right.

[Contact Us](#)

Cheers,

Philip Bosley,  
President and CEO  
Tactical Marketing

### The Act-On Beacon



What is the Act-On Beacon, and what does it have to do with segmentation and nurture?

[Click Here](#)

### Minimalist Content Creation



Quality content takes time, so make the most of what time you have.

[Learn More](#)

### Top 4 Email Marketing KPI's



What's the point of optimization if you can't see how well it's working? 4 major KPI's to keep you on track.

[Read More](#)

## HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we'll explore goals, make a plan, and when you're ready, execute together.

[Start Here](#)