



If you're looking for a new way to spruce up your marketing efforts in 2021, here are a dozen things you can do. Download this [handy infographic](#) for reference.

1. Escalate SEO Using Intent Keywords
2. Co-Host a Webinar
3. Embrace Video Marketing
4. Conduct and Publish Original Research
5. Implement Dynamic Web Pages
6. Optimize Content for Featured Snippets
7. Gain Exposure Using HARO
8. Promote with a Micro-Influencer
9. Share Detailed Value, Up Front
10. Use Power Words in Email Subject (Headline) Lines
11. Remarket to Capture Lost Leads
12. Publish Experience-Driven Articles on LinkedIn

Let me know which ones you tackle and how effectively they worked for you.