

Optimise Your MARTECH STACK

Ask STAX to Help You Create a Winning Strategy in Minutes.

it
stacks
up
2023



ASK STAX

**Ask your AI-powered VA to save you time,
money, and stress while delivering on
time, within budget, and without blame,
denial or excuses - ever**

www.itstacksup.com

MARTECH STACK

AREA OF MARTECH STACK

Think How You Can Customise & Refine What You Ask Stax

STAX
PROMPT
TESTED?



ADTECH & PROMOTION

“ Please Suggest 12 practical ways to leverage adtech and promotional ideas for generating leads online to reach business owners and persuade them to visit our website and sign up for our free offer to help them with their marketing challenges. Give examples, typical costings and timescales for each of the 12 ways.”

1. **TIP: Consider upgrading & logging into our app for automated solutions**



CONTENT & EXPERIENCE

“Please suggest 12 innovative and engaging tactics to enhance our content and the user experience on our website, to help them engage with us more and have an enhanced user experience and customer journey that they would want to recommend to others. Please share approximate costs and timescales to implement these tactics.”

- TIP: Consider reading our book “Martech Simplified” for more help**



SOCIAL & RELATIONSHIPS

“Please suggest 12 productive innovative and effective ways to improve social engagement online on our social networks, website and community to create better, richer and engaging relationships with prospective customers and our clients. Suggest ways to improve and enhance the relationship between us to better understand and address their needs for wanting more leads, appointments, sales and revenue and less stress, costs or feeling overwhelmed. Please write it for inclusion as a statement of intent for our strategy document.”

- TIP: Consider reading our book “Martech Simplified” for more help**



SALES & COMMERCE

“Please suggest 12 innovative, effective ways to streamline our sales and transaction process online to reduce cart abandonment, close more sales on appointments, increase opening orders and transaction sizes, encourage repeat ordering and to extend the lifetime value of our customers. Please write as though we are including this in our strategy document and include approximate costs and timescales. Do you understand?”

- TIP: For more help on sales appointments, check out our sales & selling area.**



DATA

“Suggest 12 innovative and effective martech ways to better manage our customer data, better segment and mine our data for better insights in identifying and creating more sales opportunities, generate more repeat sales and extending the lifetime value of our customers whilst ensuring we comply with the appropriate data protection legislation. Please write as though we are including this in a strategy document. Do you understand?”

- TIP: Find our more about our app and How it can help manage your data**



MANAGEMENT

“Suggest 12 innovative and effective ways for us to better manage our sales, marketing and martech strategy, focusing on ways to produce better results, reporting and insights for managing tasks more effectively, holding staff accountable, reduce marketing costs, and to maximise sales, revenue, ROI and ROAS whilst increasing stakeholder, shareholder and staff loyalty and morale

- TIP: Find our more about how we can help you manage your marketing.**



PLEASE NOTE: **ASK STAX** Can occasionally generate incorrect information or provide wrong information. For best results, follow the STAX PROMPT GUIDELINES as we do not take responsibility for the output you produce.

MARTECH STACK



OPTIMISE FOR SUCCESS

TIP	EXPLANATION	READ?
1	KEEP IT SIMPLE Use simple language and avoid complex or technical terms that may be difficult for STAX to understand..	<input type="checkbox"/>
2	BE PATIENT Allow STAX time to process and generate a response. It may take a few moments for the AI to provide an answer.	<input type="checkbox"/>
3	BE CLEAR & SPECIFIC Phrase your questions, prompts and instructions clearly and concisely, avoiding any ambiguity or confusion by STAX..	<input type="checkbox"/>
4	PROVIDE EXAMPLES If appropriate, provide examples or scenarios to help STAX better understand your question.	<input type="checkbox"/>
5	NATURAL LANGUAGE Speak, to, instruct or ask STAX in natural language, as you would when communicating with a person.	<input type="checkbox"/>
6	PUNCTUATION Use appropriate punctuation: Proper punctuation can help STAX better understand the structure of your sentences..	<input type="checkbox"/>
7	AVOID BIAS Avoid using biased or leading language that may influence STAX's response.	<input type="checkbox"/>
8	PROVIDE FEEDBACK If you receive an answer that is not helpful, provide feedback to help STAX learn and improve its responses.	<input type="checkbox"/>
9	THINK STRATEGIC STAX can be a great tool for learning, research and copywriting, , so don't forget to think strategically, tactically, practically & have fun.	<input type="checkbox"/>
10	PARANTHESIS Use (parenthesis) to help STAX better understand your intent and generate more accurate responses. For example, "Can you provide some tips for selling online (using zoom?)". Additionally, using [] can help STAX better understand your intent for more accurate responses.	<input type="checkbox"/>

PLEASE NOTE

For fast results, simply copy and paste ([Ctrl] + C) & ([Ctrl] + P) each of our recommended prompts and personalize to suit.



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**YOUR
AI-POWERED VA**



OPTIMISE YOUR SUCCESS

PRIORITY

	DASHBOARD	Upgrade and our cloud based app will help you manage your reporting and share confide, progress and results with stakeholders, shareholders & investors quickly in real-time.	<input type="checkbox"/> 
	EMAIL	Upgrade and our cloud based app will help you design email templates & manage sending your emails to maximise open rates, increase response to help you build your list.	<input type="checkbox"/> 
	AUTOMATION	Upgrade and our cloud based app will help you automate all your workflows, processes and sales process to better streamline your activities and save time, money & stress.	<input type="checkbox"/> 
	SOCIAL MEDIA	Upgrade and our cloud based app will help you manage all your social media accounts and profiles through one single dashboard to better manage your social media engagement.	<input type="checkbox"/> 
	CONTACTS	Upgrade and our cloud based app will help you manage all your customer data, segment your lists and help you to identify new sales opportunities from increasing customer life time value.	<input type="checkbox"/> 
	LANDING PAGES	Upgrade and our cloud based app will help you create stunning landing Pages, sales page and registration pages for your lead magnets, events and scheduled appointments.	<input type="checkbox"/> 
	PIPELINE	Upgrade and our cloud based app will help you manage your sales pipeline and to score leads. When used in conjunction With our Lead Generation Programme, achieve good results.	<input type="checkbox"/> 
	PROMPT ENGINEER	Upgrade and "ASK STAX", our A.I. powered prompt engineer to help you write ads, headlines, CTAs, emails, sales pages webinar content and strategy documents & automate key tasks.	<input type="checkbox"/> 
	EXPERT HELP	Don't forget you can always upgrade and receive expert help, guidance and support including coaching and consultancy to enable you to reach your sales and marketing goals faster.	<input type="checkbox"/>

* Please Note: DIY (Do It Yourself), DWY (Done With You) & DFY (Done For You Options) are available upon request.

OUR PROMISE

We promise to help you identify what's holding you back & preventing the results you want, then assist you to plan, document, execute & automate your sales & marketing.



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