

# Online Marketing Basics – Part 4

Over-The-Shoulder Training

Business Training Team

SCORE

Online Marketing



# Traffic – Social Media

- Create banners for all sites that are consistent
- Make sure your profile is complete
- Engage your audience



# Facebook

- Timeline Banner – brands your business
  - Profile image is your logo or professional photo
  - Business Name & Category
- Complete Page Info
- Create a Facebook Address
- Verify your Page



# Increasing Likes

- Invite Friends
- Post to other social media
- Add to website
- Run a contest
- Join Groups related to your industry and post a link to your Facebook page
- On your personal profile – put your Facebook page in the employment section
- Offer specials just for Facebook fans

# Increase Likes Continued

- Arrange a partnership with a complimentary page in your niche. Agree to cross-promote posts to help build up each other's audiences.
- Add to email signature
- Add to all marketing materials
- Submit your page to <http://fanpagelist.com/>
- Ask people to share on your blog post

# Engagement

- Always post a photo – or multiple photos
- When possible – use videos
- Keep promotion of business to once every 4-5 posts
- Post frequently – but do not overpost
- Tag customers in your posts
- Tag customers or vendors pages
- Keep it interesting for your audience – provide value
- Make engagement a priority

# Facebook and SEO

- Use Keywords in headline
- Use keywords in your profile
- Make sure profile contains the same NAP as your Google listing



# LinkedIn

- Professional social media site – keep it professional
- Complete your profile
  - Headline attracts attention
  - Summary – state a problem and how you fix that problem
  - Professional photo
- Join Groups and get involved





# Google+

- Add people in your town to your circles
- Post 2-3 times/week
- +1 other peoples posts
- Add links to website and other social media sites on profile

The Google+ logo is displayed in white text on a solid red rectangular background. The word "Google" is in its characteristic multi-colored font, but here it is white, and the "+" symbol is also white and positioned to the right of the word.

Google+

# Driving Traffic To Your Website

- Blog on a regular basis
  - Post links on your social media sites
  - Email to your list
- Bookmark your post on
  - StumbleUpon.com
  - Delicious.com
  - Reddit.com
- Include links to other posts in your blog
- Go after long tail keywords
  - Page of sub-cities

# Driving Traffic To Your Website

- Be a guest blogger
- Use Video
- Comment on Industry Blogs
- Relate to trends and/or current news in your blog posts
- Create a Tumblr blog and re-post content from your site
- Start a Google Hangout and interview someone in your field

# Driving Traffic To Your Website

- Write a Press Release
- Give away a report or e-book for subscribing
- Add your website to all marketing materials
- Make sure your website is mobile responsive
- Make sure your website loads quickly
- Watch your statistics
  - Increase posts where traffic is coming from

# Questions????

[sue@BusinessTrainingTeam.com](mailto:sue@BusinessTrainingTeam.com)

