

Top 10 tips for revamping your online marketing:

1. UPDATE YOUR LINKEDIN PROFILE

- Rewrite your LinkedIn profile summary
 - Start with a defining statement
 - Outline your current role
 - Feature key past accomplishments and roles
 - Mention any awards, accolades, or press coverage
 - Finish with a few personal details or interests
- Ask for recommendations
- Ensure your headshot is recent

2. UPDATE YOUR SOCIAL MEDIA PROFILES & BIOS

- Shorter version of your longer bio
- Ensure your headshot is recent
- Update header image (have a designer create one if necessary)
- Delete any unused profiles

3. MAKE SURE YOU'RE SIGNED UP ON GOOGLE MY BUSINESS

- Sign up at google.com/business
- This helps you show up in search results in Google Places
- Encourage people to leave reviews

4. OVERHAUL YOUR FACEBOOK PAGE

- Check on all your basic details
- Update header image
- Make sure you have a call to action in the header (like "Book now!")
- Enable Messenger so you can chat with people in real-time
- Consider building a Messenger chatbot to answer FAQ

5. SET UP GOOGLE ALERTS

- Create Google Alerts for your company name as well as your competitors' - this helps you see what people are saying about you and others in your space
- Allows you to respond to reviews immediately
- Helps you source content for social media channels

6. SET UP A FACEBOOK/INSTAGRAM AD

- Start at facebook.com/business
- Set up an Ads Manager account
- Create your first ad - use Facebook Ads Manager to guide you through the process
- Best practices are on the Abacus Agency blog - abacus.agency/blog

7. LOOK AT ANALYTICS TO SEE WHAT CONTENT IS RESONATING WITH YOUR AUDIENCE

- Connect Google Analytics to your website
- Check out Facebook Insights, Twitter analytics, and Instagram analytics

8. TRY CREATING A SEARCH ENGINE MARKETING CAMPAIGN

- Google AdWords campaigns help people find you at the point of intent - when they're already searching
- Google AdWords can be incorporated into your Google Analytics account

9. PLAN OUT YOUR CONTENT

- Having a high-level view of your marketing efforts can make it easier to stick to them
- Create a content calendar that includes all of your social posts, events, sales, promotions, and blog posts for the month

10. LEARN FROM EXPERTS

- Take a class at Brainstation or Camp Tech
- Take an online course through Coursera, Udemy, or Lynda
- Join an association like the Canadian Marketing Association (CMA), or an industry association where you can network with peers

Reach out to get help at erin@eightyeightagency.com. Thank you for listening!