

**Also
for the
Self-employed**

includes social media marketing



in
easy steps

LAIN ENGLISH

ASY TO FOLLOW

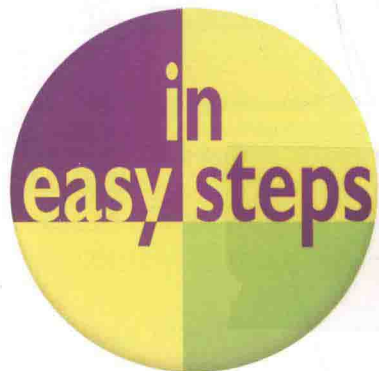
FULLY ILLUSTRATED

IN FULL COLOR



Julia Doherty

Online Marketing for Small Businesses



In easy steps is an imprint of In Easy Steps Limited
16 Hamilton Terrace · Holly Walk · Leamington Spa
Warwickshire · United Kingdom · CV32 4LY
www.ineasysteps.com

Copyright © 2015 by In Easy Steps Limited. All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage or retrieval system, without prior written permission from the publisher.

Notice of Liability

Every effort has been made to ensure that this book contains accurate and current information. However, In Easy Steps Limited and the author shall not be liable for any loss or damage suffered by readers as a result of any information contained herein.

Trademarks

All trademarks are acknowledged as belonging to their respective companies.

Acknowledgements from the author

I wish to thank everyone who helped me complete this book. Without their continued efforts and support, I would have not been able to bring my work to a successful completion.

Social Media Gurus such as Michael Stelzner, Pat Flynn, Michael Hyatt and Gary Vaynerchuk for their valued expertise.

My daughter Rachel Mumford, husband Matt Mumford and mum Linda Waters for their continued support and patience throughout the creation of the book.

My work colleagues, clients, Facebook friends and In Easy Steps for their on-going advice and perseverance with me during my steep learning curve of my very first book.

In Easy Steps Limited supports The Forest Stewardship Council (FSC), the leading international forest certification organisation. All our titles that are printed on Greenpeace approved FSC certified paper carry the FSC logo.



MIX
Paper from
responsible sources
FSC® C020837

Printed and bound in the United Kingdom

ISBN 978-1-84078-628-6

1 An introduction to social media

7

Why social media is important	8
Set up an effective listening strategy	9
Four steps to online marketing success	14
Set your social media goals	17

2 Is your website working for you?

25

Is your website working for you?	26
Calls to action	27
What is your "You to We" ratio?	28
Refreshed content or blog	30
Data capture process	34
Social sharing tools	35
Social media links	36
Is your site mobile friendly?	38
Do you have a visible telephone number?	39
Testimonials and reviews	41
Do you offer a guarantee?	45
Important and legal information	46
Conclusion	47
Checklist	48

3 Blogging

49

What is a blog?	50
Why is blogging important?	51
Where to host your blog	54
Writing the blog post	58
Is there a process to blogging?	62
Using evergreen content to republish	69
What is an RSS?	70
Guest writers on your blog	71
Conclusion	72
Checklist	74

4

Facebook

75

An introduction to Facebook	76
Create your Facebook account	80
About	81
Grab your unique URL	84
Branding your Facebook page	86
Facebook applications	92
Branded custom applications	96
How to produce excellent content	106
Adding milestones	112
Like other businesses	114
Is your page name indexable?	118
Pass the LikeAlyzer test	120
What is your PTAT Score?	121
Conclusion	123
Checklist	124

5

Twitter

125

Introduction	126
Creating your Twitter profile	128
Branding your Twitter account	129
A healthy follower/following ratio	132
Using Twitter lists	136
Registering on Twitter directories	141
Using hashtags	142
Using short URLs	144
Follow Friday strategy	146
Social media management tools	149
Content and engagement strategies	154
Who is following you?	160
Conclusion	162
Checklist	164

6

LinkedIn

165

An introduction to LinkedIn	166
21 steps to your personal LinkedIn profile	167
Connecting with people	184
LinkedIn company page	185
Set up a company LinkedIn page	186
What are Showcase Pages?	194
Create a Showcase Page	196
Key day-to-day activities	197
Conclusion	199
Checklist	200

7

Pinterest

201

What is Pinterest?	202
Is Pinterest important for my business?	203
Set up a business account	206
Profile checklist	208
Board checklist	210
Add a pin to a board	213
Individual pin checklist	218
Implement a content strategy	222
Conclusion	224
Checklist	226

8

Google Plus

227

An introduction to Google Plus	228
Reasons to be active on Google Plus	229
Complete and optimize your profile	232
Create a business page	239
Grow your circles	240
Share your content with others	242
Schedule your posts	246
Get reviews on your business page	247
Leave a review for another business	248

Recommend other businesses	249
Verify your business	250
Google My Business	251
Connect to your YouTube channel	252
YouTube Analytics	251
Conclusion	254
Checklist	256

9

Google Analytics

257

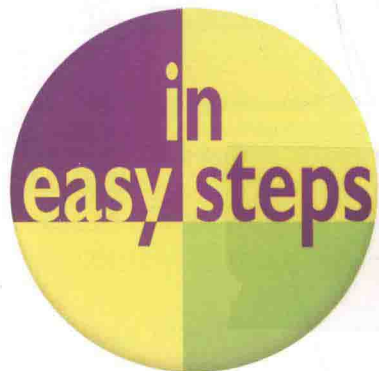
The final piece of the puzzle	258
-------------------------------	-----

Index

261

Julia Doherty

Online Marketing for Small Businesses



1 An introduction to social media

7

Why social media is important	8
Set up an effective listening strategy	9
Four steps to online marketing success	14
Set your social media goals	17

2 Is your website working for you?

25

Is your website working for you?	26
Calls to action	27
What is your "You to We" ratio?	28
Refreshed content or blog	30
Data capture process	34
Social sharing tools	35
Social media links	36
Is your site mobile friendly?	38
Do you have a visible telephone number?	39
Testimonials and reviews	41
Do you offer a guarantee?	45
Important and legal information	46
Conclusion	47
Checklist	48

3 Blogging

49

What is a blog?	50
Why is blogging important?	51
Where to host your blog	54
Writing the blog post	58
Is there a process to blogging?	62
Using evergreen content to republish	69
What is an RSS?	70
Guest writers on your blog	71
Conclusion	72
Checklist	74

4

Facebook

75

An introduction to Facebook	76
Create your Facebook account	80
About	81
Grab your unique URL	84
Branding your Facebook page	86
Facebook applications	92
Branded custom applications	96
How to produce excellent content	106
Adding milestones	112
Like other businesses	114
Is your page name indexable?	118
Pass the LikeAlyzer test	120
What is your PTAT Score?	121
Conclusion	123
Checklist	124

5

Twitter

125

Introduction	126
Creating your Twitter profile	128
Branding your Twitter account	129
A healthy follower/following ratio	132
Using Twitter lists	136
Registering on Twitter directories	141
Using hashtags	142
Using short URLs	144
Follow Friday strategy	146
Social media management tools	149
Content and engagement strategies	154
Who is following you?	160
Conclusion	162
Checklist	164

6

LinkedIn

165

An introduction to LinkedIn	166
21 steps to your personal LinkedIn profile	167
Connecting with people	184
LinkedIn company page	185
Set up a company LinkedIn page	186
What are Showcase Pages?	194
Create a Showcase Page	196
Key day-to-day activities	197
Conclusion	199
Checklist	200

7

Pinterest

201

What is Pinterest?	202
Is Pinterest important for my business?	203
Set up a business account	206
Profile checklist	208
Board checklist	210
Add a pin to a board	213
Individual pin checklist	218
Implement a content strategy	222
Conclusion	224
Checklist	226

8

Google Plus

227

An introduction to Google Plus	228
Reasons to be active on Google Plus	229
Complete and optimize your profile	232
Create a business page	239
Grow your circles	240
Share your content with others	242
Schedule your posts	246
Get reviews on your business page	247
Leave a review for another business	248

Recommend other businesses	249
Verify your business	250
Google My Business	251
Connect to your YouTube channel	252
YouTube Analytics	251
Conclusion	254
Checklist	256

9

Google Analytics

257

The final piece of the puzzle	258
-------------------------------	-----

Index

261

1

An introduction to social media

- 8 Why social media is important
- 9 Set up an effective listening strategy
- 14 Four steps to online marketing success
- 17 Set your social media goals

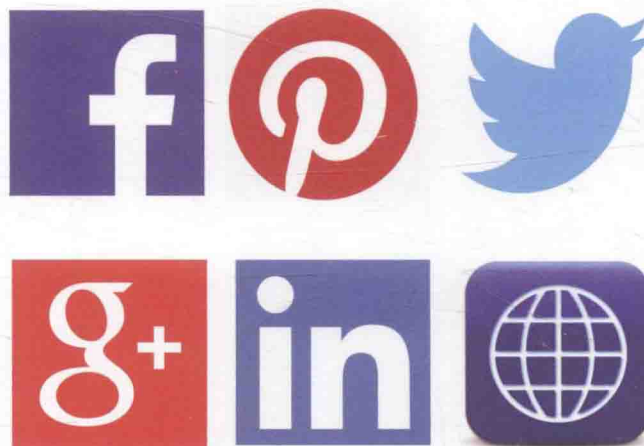
Why social media is important

Social media has exploded in recent years. We have now entered the age of the relationship. With the help of social media, marketing has evolved into a two-way dialogue, not just a monologue. By using social media as a way to advertise for your company, you can speak directly to the consumers in an arena they are comfortable with. Social media allows businesses to connect with their customers and prospects while shaping their perceptions of products and services.

Social media can be extremely powerful for business. But it can also be a big risk as well. Social media is not your super hero, and if your service is weak, your products are poor, and you do not respond quickly enough to those business failures, then your customers will use social media to enhance and vocalize those feelings for the world to see. Not being online does not take the problem away. Customers will still air their issues online, you just need to make sure that you are also online, and implementing a listening strategy so you can nip any grievances in the bud quickly and efficiently before the problem escalates.



People will talk about you and your business, whether you are on social media platforms or not.



Set up a listening strategy for your company name.

So, we start this book with setting up an effective listening strategy for your company and your personal name and the rest of the book covers creating an active presence online.

Set up an effective listening strategy

Google Alerts is not the same as it used to be, and it is likely that it will eventually be another tool that Google will terminate, in a similar way that they switched off so many excellent Google products such as Google Reader etc. In addition, Google Alerts only sends you email if new articles, web pages or blog posts make it into the top 10 Google News results, the top 20 Google Web Search results or top 10 Google Blog Search results for your query. If the top results remain the same for a while, you will not receive emails on your topic. For this reason, there's a great product called "Mention", which will monitor and listen to what is being said about you or your company online.



Google Alerts will soon be a thing of the past.

How to get started with Mention

Go to the homepage (www.mention.net) and click the **Sign up** button. You can sign up using your existing Facebook, Twitter, Google, or Open ID account, or just enter your name, email address, and a password to create a new account.

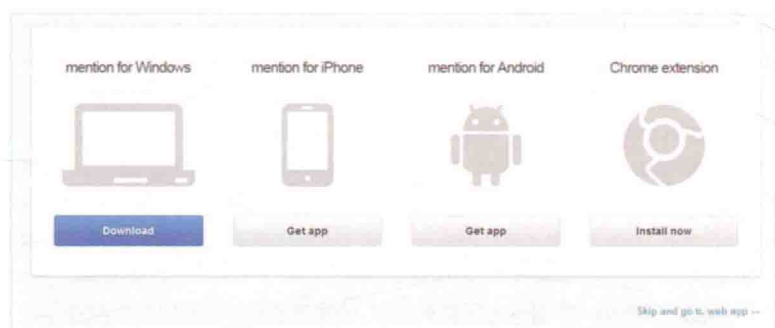
If you sign up using an existing account, you'll be asked to enter an email address. Then you can choose how to use Mention.

You can download Mention for Windows, get the app for iPhone or Android, install a Chrome extension (see page 10), or just use the web app.



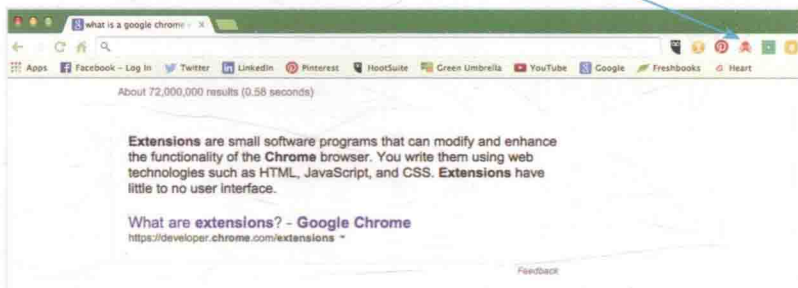
Register with mention.net to perfect your listening strategy.

...cont'd



What is a Google Chrome Extension?

Google Chrome extensions are like mini applications (similar to the apps that you would install on your smartphone). You can access software quickly and easily by simply clicking on the extensions from your Google Chrome bar.



Creating a new alert on Mention

Create your alert

You can monitor any keywords related to you, your brands, your companies or your competitors. Set up your alert by following the steps.

EXPRESSION

Name (the name of your alert)

FIND MENTIONS CONTAINING

At least one of the following expressions

(A single word or an expression)

And all of the following expressions (in the same mention)

(A single word or an expression)

And none of the following expressions

(A single word or an expression)

You can monitor any keywords related to you, your brands, your companies or your competitors. You can also choose to monitor keywords to be ignored (keywords that are not related to your brand).

LANGUAGES

French

English ☒

Spanish

German

Italian

Portuguese

Afrikaans

Arabic

Armenian

[Show more languages](#)

Next step