

REP CHECKLIST: DIGITAL MARKETING & SOCIAL MEDIA

DIGITAL MARKETING

- Website – Do you have a website? If so, is it acceptable and optimized?
 - Minimum required pages:
 - About Us (include portrait and biography)
 - Products & Services
 - Event Listings (Open House, log raising, seminars, shows, etc.)
 - Photo Gallery
 - Contact Us

- Local Directory Listings
 - Google - www.google.com/business
This will automatically create a G+ page (refer to page 2). You will be required to setup a Gmail account.
 - Bing – <https://www.bingplaces.com/>
 - Yahoo – <https://smallbusiness.yahoo.com/local-listings>
 - Foursquare for business – <http://business.foursquare.com/>

SOCIAL MEDIA

- Facebook business page: www.facebook.com
 - GET STARTED
 - Set-up a personal Facebook page
 - Create a business page
 - Add photos, business bio, and contact information
 - INTERACT
 - “Like” TLH’s page
 - “Like” – comment on – and share our content on a daily basis
 - OR CREATE YOUR OWN!
 - Write a review for TLH’s page
 - BUILD YOUR AUDIENCE
 - Invite your friends and family, past customers, and new leads etc.

Need more help? Check out these links:

<https://www.facebook.com/pages/create/>

<https://www.facebook.com/help>

<http://susan-ng.hubpages.com/hub/facebookforbeginners>

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- G+ page (created when you set-up your Google Business)
 - GET STARTED
 - Set-up your page
 - Add photos, business bio, and contact information
 - INTERACT
 - Follow and +1 TLH's G+ page
 - +1 – comment on - or share TLH's posts on a daily basis
 - OR CREATE YOUR OWN!
 - Write a review for TLH's page
 - BUILD YOUR AUDIENCE
 - Start following us and each another
 - Invite your friends and family, past customers, and new leads etc. to +1 and follow your page

Need more help? Follow this tutorial:

<http://www.google.com/business/>

