

5 Things You MUST Do to Make Your Basic Social Media Package More Successful *For Businesses with Physical Locations*

- Place a sign by your check in area/front desk with your social media links on it
- Put your social media links on your receipts and punch cards
- Put table tents with social media links in several different places inside your business
- Make sure that linked social media icons are in your email signature
- Make sure that social media icons are on your website
- Create a postcard with your social media links on it to leave with each client that you visit with
- Invite relevant personal Facebook friends to like your Facebook page
- Share your new business Facebook page to your personal page

5 Things That You SHOULD Do to Make Your Online Presence More Successful

- Ensure that your website is current and has been updated within the past year
(Recommendation: <http://www.realbasics.com>)
- Get a Google Virtual Tour of your business (Visit <https://maps.google.com/maps/streetview/trusted/> for a list of businesses who provide this service)
- Consider a reputation management program like Reputation Igniter
(<http://www.ignite.reviews>)
- Consult with an SEO Expert (Recommendation: <http://www.seattlewebsearch.com>)

