

**5 Things You MUST Do to Make Your
Basic Social Media Package More Successful**
For Service Based Businesses (No Physical Location)

- Put links to your social media pages on your website
- Add your social media links to your email signature
- Place a sign by your check in area/front desk with your social media links on it
- 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
- Encourage employees and staff to share the page to their personal Facebook 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
- Get a Google Virtual Tour of your business
- Consider a reputation management program like Reputation Igniter (<http://www.ignite.reviews>)
- Consult with an SEO Expert

