

***Week 3***

# **MARKETING CHANNELS**

**Google My Business**

1. Do you control your Google My Business listing?

|  |  |
| --- | --- |
| YES |  |
| NO |  |

2. Improve your Google My Business listing?

|  |  |
| --- | --- |
| 1. Company name to include main keyword |  |
| 2. List all business categories / products |  |
| 3. Add ADDRESSImportant: Make the format of your address is identical everywhere you put it online. |  |
| 4. Website & Tel No. |  |
| 5. Add Logo |  |
| 6. Add Pictures:Premises, products, team |  |
| 7. Get a 360º virtual tourAsk Brad for introduction to a Google Streetview photographer. |  |
| 8. Add opening hours. |  |
| 9. Add Business Area |  |

2. Taking your Google My Business listing to the next level?

|  |  |
| --- | --- |
| 1. Add postsEvents, offers , sales news etc… NOTE: Unlike normal blog posts they expire.  |  |
| 2. Activate Messaging |  |
| 3. Answer Q & A |  |
| 4. Set up Messaging. |  |
| 5. Add Booking link or button |  |
| 6. Get Reviews |  |

# **5 Most Important Keywords**

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| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |

# **Social Media Organic Posts**

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| 1. List Competitors |  |
| 3. List # HashtagsLook at your competitors social posts & see what hashtags they are using.  |  |
| 3. Types of Content:Inspirational quotes, how to’s, reviews, industry news, promotions, videos |  |
| 4. FrequencyDaily / Weekly / Monthly  |  |
| 5. ReachHow many followers / likes?How many retweets / shares? |  |

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