

Social Media Management

Tips for building your business brand.

1.

LinkedIn: Before accepting new connections, check out their profiles, and decide your level of mixing business with personal profiles.

5.

Feature your website link to your blog posts. Always post the article to your website first so the search engines understand this is your content.

6.

Add value first, sell second.

2.

Keep your branding consistent - build your business persona

7.

Join Groups on Facebook and LinkedIn where you can contribute to conversations.

3.

Keep your prospects and customers engaged.

8.

Incorporate your top 5 keywords and phrases in content you publish. Separate yourself from the competition

9.

Check in on analytics and which posts get the most engagement.

4.

If you find relevant info on the web that you would like to pass along, be sure to credit your source of information.

10.

Give some reviews and recommendations in your online networking groups.

A Note About Passwords and User Names:

We recommend a unique identifying system for keeping track of your social media accounts. It is best to make these passwords individual and separate from any financial accounts. If you hire Appletree to setup your social media accounts, we will provide you with all of the access information in your Social Media Handbook.



Contact: Andrea M. Raymond • andrea@appletreadvertising.com • 916.364.1582

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