



11 Easy Things You Can Do Online

By Adam Franklin



With so many online marketing options available to business managers & marketers, it is easy to get overwhelmed. However, the 'Top 10' list below takes the hard work out of it for you – and the good news is they're all easy and free!

1

Set up a Facebook page.



Create a Facebook page for your company to share photos, videos & news with your 'fans' on the world's largest network of friends. These pages give you an opportunity to give your company a human face & we all prefer dealing with real people don't we?

Get started at www.facebook.com/pages/create.php

2

Setup a company blog.



Share your thoughts & ideas. You can easily demonstrate you are an expert in your field by posting useful, interesting & educational articles on your blog. Get all the staff involved too.

Get started at www.wordpress.com

3

Set up a LinkedIn company profile.



Be found on the largest online professional network. Your company will be seen by many prospective clients & employees. Staff can set up their individual accounts and build their list of colleagues and contacts too.

Register your business <http://www.linkedin.com/company/add/show>

4

List your business on Google Maps.



If you search for most products or services, you'll often find the most prominent results are Local Business listings. This is where you want to appear.

Get started at <https://www.google.com/local/business/add>

5

Submit your website to Google.



Why? To ensure Google knows you exist! If the world's largest search engine knows your website, you increase the chances of your potential clients finding you too.

Submit your website at www.google.com/webmasters/tools

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Start a **YouTube** channel.

Sharing videos has never been easier. Whether you film educational videos, recruitment videos or even client testimonials, you can show people what makes your company different. You can record short videos on your smart phone, digital camera and upload straight to YouTube.

Create a YouTube channel for your business at www.youtube.com

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Use **Google Forms** for customer service.

This great free tool allows you to collect feedback and replace paper forms. You can make it easy for people to questions, report problems, sing your praises or suggest new ideas. It also allows employees at your company to respond directly. Great for customer service.

www.google.com/google-d-s/createforms.html

8



Use **Survey Monkey** to ask your clients what they want.

Survey Monkey is the easiest and best free survey tool around. You can set up your own questions and send the survey out as a web link out to your clients. Survey Monkey then collects all the answers and you can download in a simple PDF report.

Go to www.surveymonkey.com/

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Start a **Twitter** account.

You can easily follow the news in real-time, or keep track of companies and people who you admire. Better still, you can begin to build your own social media platform by tweeting useful stuff, and you can connect and interact with other interesting people.

Get started at www.twitter.com

10



Use **Buffer** to schedule your tweets and other social media updates.

Save loads of time by scheduling your Twitter, Facebook and LinkedIn and other social media updates via Buffer. When you see an article you want to share, add it your queue and Buffer will release at intervals that you decide. It's free and you get analytics!

Head to www.bufferapp.com

11



Setup up **Mention** (or Google Alerts)

Mention is the alternative to Google Alerts. You'll be the first to know when your company name, or your clients' names, pops up on the web and social media! All you have to do is nominate which companies or people you're interested in and you will be notified via email (or via the app) when they get a mentioned on social media and across the web.

Get started at www.mention.net