
Free Marketing Ideas, Strategies, Tips and Techniques

Page 3 Preparation

A list of the research and preparation that should be undertaken prior to beginning a marketing campaign. By following the guidelines mention here, your campaign will stand a greater chance of providing better returns.

Page 5 Marketing Ideas

A multitude of different marketing ideas, all with descriptions. These ideas are presented in no particular order. Not all of these ideas will be suitable for your needs, but they will provide a useful jumping off point for your marketing strategy.

Page 16 Social Media Guides

An overview of the common social media platforms and how to leverage them to get the most from them.

Page 26 Social Media Checklists

Use this chart to tailor your own social media checklist using the provided guides, marking the days on which each particular task will be performed.

PREPARATION

Before diving straight into the list, it will be worth noting that any successful marketing campaign requires careful planning and monitoring. After all, how are you to know what works and what doesn't? What's suitable, and what will drive your customers away?

"Fail to plan, and plan to fail". Trite but true.

1. CLARIFY YOUR PROPOSITION

Create a mind-map with your product / service in the middle. Start to list the features and the benefits. What are the issues which you're looking to solve? Also create a clear Unique Selling Point.

2. DEFINE YOUR TARGET AUDIENCE

Get to know your customers as much as possible. If there are different demographics, who are they? Be as clear as possible about your audience, try to think about them as people, not statistics. Put yourself in their shoes, or try to find people who match the demographic and quiz them a little.

3. RESEARCH YOUR TARGET AUDIENCE

Once you've clearly defined your audience, it's time to work out what will speak to them. Focus on the benefits that your product or service

offers, and how it helps your customers. What are the best ways to reach that particular audience? Are they likely to browse particular types of websites, or read a certain magazine?

4. ALLOCATE A REASONABLE MARKETING BUDGET

Although many of the ideas I discuss can be done for free, there will still be man hours required to implement them, which may end up costing you financially if you either don't have the time or the skills to do it yourself. Some other ideas will cost, but if you plan carefully, the returns can certainly be worth it.

5. STUDY YOUR COMPETITORS

Have a look around to see what your competitors are doing. If they've been in business for a long time they must be doing something right. Not that you should simply copy what they're doing. You should be looking to improve upon anything they do.

6. DECIDE HOW RETURNS WILL BE MEASURED

Once your campaign is up and running you will need a way to measure returns. Although it may be simple to measure the effect that one campaign is having, once you have multiple channels running simultaneously, it becomes more difficult to see what's working, and what isn't providing results.

7. REACT TO CAMPAIGN RESULTS

Once you're getting enough data from the campaigns, begin to analyse it and see what isn't working. If a particular medium isn't working out, change it a little. Ideally you should implement A/B Split Testing to test two similar campaigns against each other. Once you identify something which isn't working, you know not to waste any more time and money on it. try something else. Failures are still useful if you've learned something from them.

8. MONITOR YOUR COMPETITORS

The initial research will be useful, but it won't be enough. See what they're doing over the long-term, and be sure to check how they're reacting to your ad campaign. It's likely that a significant campaign could trigger a marketing arms-race.

9. CREATE A MARKETING PLAN

Who, what, where, when, how and why? A detailed plan will help you keep track of everything, remind you to analyse your data, and lets you budget. Define your goals and tailor a plan that will help you get there. It does help to think of it as a journey.

10. BE CONSISTENT

Think about your brand. Your message, style and tone of voice needs

to be consistent across the board. This helps inspire trust by breeding a comfortable familiarity.

11. KEEP A SCRAP BOOK

Seen an interesting campaign, or another idea that you hadn't thought of? Keep a record of it as it will provide creative fuel for your next campaign, even if it doesn't seem relevant at the time.

12. DO YOUR KEYWORD RESEARCH

Use Google Insights to examine global related searches and draw up your list of keywords to use throughout your website and online ad campaigns.

<http://www.google.com/insights/>

MARKETING IDEAS

1. GET YOURSELF A WEBSITE

This is the first thing that you should be doing, and it needn't be costly or difficult to get started. Your website will most likely be your customers first port of call.

2. CREATE A GOOGLE ACCOUNT

Once you've created your Google account (if you didn't already have an existing one) you'll need to set up a Google Analytics account and insert the tracking code into your website.

3. ADD YOUR BUSINESS TO GOOGLE PLACES

Google Places allows you to add your business details to Google's directory, and you can also appear on Google Maps and localised search results.

4. SET UP A YOUTUBE CHANNEL

Once you've signed up to Google this part will be a doddle as they own it, and it's all nicely integrated. Of course you'll have to have some interesting material to put up there at some point.

5. SET UP YOUR GOOGLE+ PAGE

Google's social media offering. Flesh out your page with your business details and post regular updates.

6. SET UP A FACEBOOK PAGE

The (current) biggest social media platform. You can create a page for your business and gather a fan-base.

7. CREATE A LINKEDIN PAGE

If you don't already have a personal LinkedIn page, now's the time. You can also create a company page, and take advantage of all sorts of useful features.

8. CREATE A TWITTER ACCOUNT

Sign up for Twitter. It can be effective if used correctly.

9. CREATE A HOOTSUITE ACCOUNT

Hootsuite will let you manage all of your social media channels from one place. Very handy. You may want to consider their premium option if you're really going to be pushing social media hard.

10. SEARCH FOR LOCAL ONLINE DIRECTORIES

Find all the relevant directories that you can. There's plenty which are available for free, and the ones that ask for payment probably aren't worth it, particularly if you're on a shoe-string budget. AVOID at all costs, any directory that asks you to add a link on your site in return. Reciprocal linking can damage your page rank. Get your business details up, and remember to keep them up to date. It can be hard to keep track of exactly where you added your details. I suggest creating a excel spreadsheet to list them all, along with the username and email you used for each site.

11. GET LISTED ON OTHER RELEVANT SITES

These will likely be industry specific websites. E.g. Wired Sussex. You'll have to search out the relevant ones yourself.

12. SIGN UP TO BING

Bing have their own tools in an attempt to rival Google, and in fact, they are pretty good.

<http://www.bing.com/businessportal>

13. SIGN UP TO YAHOO

Although it may be the search engine underdog, it will still be beneficial to get listed on Yahoo also. Please note: at the time of

writing it's currently unclear whether you can have your business listed for free. Once you register your details are held, and you are then called by a company called Infoserve who want to 'check your details', however, they're actually there to sell you a premium listing.

<http://listings.local.yahoo.com/overview.php>

14. GET SOME GOOD QUALITY BUSINESS CARDS

A good quality card will put across the right impression. Make sure that you always carry a few with you wherever you go. You will be surprised where opportunities will crop up.

15. GIVE BUSINESS CARDS TO GOOD CLIENTS

These cards, with your clients name on the back, are a great tool for gaining referrals. You can offer discounts, vouchers or some other gift for each referral.

16. FLYER DROPS

Flyers can be produced in vast quantities very cheaply. Dropping them through people's letter boxes takes a lot of leg work (unless you want to pay someone) but if you choose your area well by doing your audience research, it can be effective. 1% - 2% of people responding is considered quite good.

17. FLYERS ON WINDSHIELDS / WINDSCREENS

This would work better if your offering is somehow auto related, and ensure that if your flyer gets wet, or too hot etc. that it won't peel and stick to the window.

18. MINI BROCHURE MAILERS

Having a small, yet exquisitely produced brochure may be the perfect way to showcase your work. This will be more expensive than flyers, but allows you to sell yourself better. Typically used in a smaller, highly targeted marketing campaign.

19. WALK-INS

Have your brochures to hand? Why not approach those B2B clients directly by popping in, dropping off a brochure and having a quick, friendly no-pressure chat.

20. COLD-CALLING

No-one likes this idea, though it must work, otherwise it wouldn't be done. The key is having a good script and getting past the gate-keeper to the decision maker. Do your research first.

21. PROMOTIONAL MERCHANDISE

This could be something as simple as a pen or pencil with your logo

and web address on. How often have you been asked if you have a pen or pencil to hand? Make sure you have a branded one and let potential clients keep hold of it.

22. HOLIDAY MAILINGS

Could be Christmas cards, birthday cards or similar. A useful way of staying in touch with clients.

22. PROMOTIONAL MATERIAL AS A PDF

You can keep even large files with all the time on a USB Flash drive. If you have the money, and your product is of a high-enough value, why not get custom Flash drives printed with your details and your promotional material saved on them? Alternatively, you can just keep these files on your phone, ready to send to a potential client via bluetooth or email.

23. EMAIL MARKETING

Some people consider this a dirty word, and it's true that spam is a huge problem, so don't start looking at buying or renting email address, instead, look at growing your own highly-relevant lists.

24. NEWSLETTER SUBSCRIPTIONS

This is a method that you could use to grow your email list - offer a timely, useful and interesting newsletter.

25. NETWORKING EVENTS

Search for local events and meet-ups. These can be a great way of making new contacts. Don't forget a plentiful supply of business cards, and make sure they are of a high quality.

26. TRADE SHOWS / EXHIBITIONS

Another useful source of contacts. See what's going on near you.

27. CHAMBER OF COMMERCE

See what's happening at your local Chamber of Commerce. There's any number of events that you can attend. Why not offer to provide a talk on your area of expertise?

28. TRAWL INTERNET FORUMS

Find some well-used forums and start taking an active part. Get known for what you do best by sharing your knowledge and becoming known as an expert in your field.

29. RUN A COMPETITION

Once you've got a few followers on your social media channels there's plenty of scope to utilise these channels to drum up some added excitement through the medium of a competition.

30. SHARE YOUR KNOWLEDGE

Post articles on forums and on your own website. This is good for SEO and lets people know that you are informed on those subjects that you claim to be.

31. CUSTOMER TESTIMONIALS

Real, verifiable testimonials can go a long way in alleviating concerns that your potential customers may have. Let people know that others are happy with your services.

32. GET BLOGGING

Blogging can be a great way to build up an audience. It takes time, but persevere with good quality writing and you'll reap the benefits.

33. GET INVOLVED WITH A GOOD CAUSE

A little selflessness can do wonders for your reputation and your soul. Give a little something back. You'll gain exposure.

34. CAN YOU GET ON THE AIR?

Whether it's community radio, or other smaller radio stations, they can be leveraged to promote an event, particularly if it's for a worthy cause. E.g. a local charity.

35. SMS OR BLUETOOTH MARKETING

Something which isn't suitable for every business, but it can be effective if used correctly.

36. RETURN THAT TELEPHONE CALL

Had a missed call? Don't know who it's from as they left no message? Well, call it back and find out who it was. It might have been a sales lead. You'd be surprised how many calls go unanswered. If you don't recognise the number, I find it useful to stick it into Google and see what it comes up with. Then you can prepare.

37. LOYALTY CARDS

These can be an excellent way to keep people coming back for more, and spending a little more than they normally would do otherwise.

38. FREEBIES AND TASTERS

Give them a sample, particularly if it has a good perceived value. They'll be more likely to take the plunge.

39. CASE STUDIES

A case study is an in-depth look at a project or product. It will focus on an issue and how your involvement or product resolved that issue.

40. GUERILLA MARKETING

This refers to any type of marketing that subverts the norm by having some sort of publicity stunt to grab attention.

41. KEEP A STRONG TONE OF VOICE

This projects what sort of image you wish to project. This greatly affects how your brand is perceived. The tone of voice should be kept consistent across all communications.

42. WORD OF MOUTH

This is quite simple. If you do a great job, your clients are more likely to recommend you to their friends, and also return to you themselves.

43. GUARANTEES

Another great trick which suggests that you have full confidence in your products, and reduces fear in your customers. Did you know that the longer the return period, the less likely people are to actually return an item? Strange but true.

44. GOT A REPEAT CUSTOMER?

Why not surprise them with an unexpected discount? Some find this to be very effective. It will certainly put a smile on the face of your customer, and make them remember you.

45. SEND CUSTOMERS TO YOUR CLIENTS

If you can see where there's an opportunity where your client could get an extra client themselves, let them know. They'll thank you for it.

46. FORWARD ON USEFUL INFORMATION

Come across something which seem like it might be of use to someone? Don't sit on it. Spread the word. It's all part of going above and beyond.

47. SUGGESTION BOX

Let clients and potential ones provide feedback so that you know where you can improve.

48. ADVERTISE IN LOCAL NEWSPAPERS

You'll need to consider if it'll reach your target audience, but newspaper advertising can be quite cost-effective now that they're facing increasing pressure from constantly available web access.

49. SUBMIT PRESS RELEASES

A well-written press release can be very useful, ending up on search engine's news feeds and similar. Not to mention the possibility of it being picked up by an editor. It'll need to be of a high-quality though.

50. DROP FLYERS AT COFFEE SHOPS

Many coffee shops, particularly independent ones, will let you leave flyers for their customers. Depending on the suitability of your product other places, such as bars, may also let you.

51. PRINT BEER MATS

Most bars would be happy to use your beer mats as it stops them having to provide them. Find somewhere first however, and run the design past them before you print.

52. PRODUCE BRANDED CLOTHING

Having t-shirts, bags and other apparel with your companies logos and web address will act as a constant reminder. Get them for your staff, and yourself.

53. ADD DECALS TO YOUR CAR

Have a car or van? Adding to brand and contact details to it will provide great exposure for your company. You can get magnetic decals which you can easily remove as and when you need.

54. CHECK FOR LOCAL FESTIVALS

Mini festivals always have positions for stalls. Whether it's music, beer, food or something else, you will have the chance to sell items, or at least raise awareness. Make sure you have something to hand to potential customers.

55. ORGANISE YOUR OWN FESTIVAL!

Although there's lots of organisation involved, why not give it a go. Get together with other groups.

56. HAVE A PROTRUDING BUSINESS SIGN

The signs which stick out from the side of the building are more eye-catching than a regular facade. Make sure that the style, materials and fonts represent your business.

57. A-BOARD

Also known as a sandwich board. These boards can be placed on the pavement to attract passing custom.

58. SEE WHAT OTHER LOCAL BUSINESS ARE DOING

Is a neighbouring company having a promotion or event? Get ready and see if you can benefit from increased traffic. Get your A-board out with a current promotion on it.

59. HOLD AN EVENT AT YOUR PREMISES

This could be a product launch or similar. Make sure you promote it, and that it's highly visible from the street. Add balloons to the outside of your premises, or create something else eye-catching.

60. TICKET ADVERTISING

Bus companies will often use the back of their bus tickets as advertising space. More effective when used as a coupon rather than a simple advertising message.

61. GIVE AWAY BRANDED CALENDARS

These are a great, all-year reminder.

62. MAGAZINE ADVERTISING

Check out which relevant publications are around. No matter what you do, there's a magazine catering to it.

63. OFFER A FREE PRODUCT DEMONSTRATION OR SERVICE

Consider offering potential customers something for free. Even better if you can go to the customers home or place of business

64. SPONSOR LOCAL ARTS CONCERNS

Theatres, for example. You can often get good deals when it comes to sponsoring smaller, independent theatres. Possible opportunities are advertising on their website, in the programmes, and in their newsletters.

65. ADVERTISE ON TOURIST MAPS

More useful if your product is targeted more towards the tourist trade. Have a look at your local Visitor Information centre.

66. ADVERTISE ON LOCAL WEBSITES

These don't have to be necessarily directly related to your business, so have a look around. Ideally though, you will be able to target your adverts to relevant audiences.

67. SOCIAL MEDIA ADVERTISING

Expensive, but can be effective. Be aware that you are looking to spend considerable sums of money, so carefully consider if your product is likely to recoup the cost.

68. HAND OUT FLYERS

Trudging the streets handing out flyers can be a profitable exercise. Be sure to check for local by-laws which regulate the act of flyering.

It can be responsible for a significant amount of litter and some local authorities clamp down on it.

69. VIRAL MARKETING

Broadly, viral marketing can incorporate many mediums, but you're probably more familiar with viral videos, which people share through social media channels. It's difficult to know what will go viral, but they're generally humorous.

70. HOST A WEBINAR

You'll still need to get an audience to attend. However, these can be great for drumming up business and gives your audience the opportunity to partake and ask questions.

71. PRODUCE ONLINE VIDEOS

Make them professional, informative and short. The last item is where many people go wrong. You need to get your information across quickly, while still providing enough information to be useful. Make it entertaining to keep the attention of your audience. You can always make your webinars available as a video so that it continues to work for you after the event itself is over.

72. OFFER A PACKAGED PROMOTION

Get together with a noncompeting business to see if you can get together in order to offer a joint promotion to customers, thereby generating in each other's businesses.

73. GET INVOLVED IN LOCAL CAUSES

ideally you should seek out local causes that may manage to get some TV coverage, even it just local TV. There are many good causes around.

74. CREATE WINDOW DISPLAYS IN DIFFERENT LOCATIONS

An eye-catching window display can draw people in. It doesn't even need to be your window. Can you rent or borrow space elsewhere?

75. CREATE A MOBILE APP

Remember, that like most things, it will have to be fun, interesting, or useful. Ideally a mix of all three. There's no point in making an app which basically replicates your website. Many companies make this mistake by creating an app which is a stripped-down version of their website which offers limited functionality. Games or catalogues are good ideas.

76. BUS ADVERTISING

When it comes to buses, there will generally be several options available, such as the sides or rears of buses, full-wraps and interior advertising panels.

77. UNDERGROUND ADVERTISING

With millions of people using the underground every day, it can be an effective, if somewhat expensive, form of advertising. The underground will also offer plenty of different options, each being utilised in different ways for maximum effect. For example, the in-car panels will hold the attention of your audience for much longer than a poster. You may have a minimum of 2-3 minutes in which to tell your story.

<http://www.cbsoutdoor.co.uk/Our-Media/London-Underground/>

78. RAIL ADVERTISING

Like the Underground, rail advertising also has a plethora of solutions available.

79. BUS STOP ADVERTISING

Most bus stop advertising will have a captive audience for at least a few minutes while they're waiting for a bus to show up. The cost per week will depend on the location.

80. TAXI ADVERTISING

Not all firms will allow advertising, some do. Advertising can be placed on the sides of the vehicle, though it's not unusual to see larger 'wraps'.

81. BILLBOARD ADVERTISING

Billboards can be found everywhere, and in different sizes, not just the extremely large sizes, but A0 and below.

82. ADVERTISING ON PRIVATE LAND

One of the most common examples is farmers posting an advertisement on the side of a trailer which they then place in one of their fields, facing a busy road.

83. CREATE AN AWARD

Having an award ceremony where you host, will give you some great exposure. You'll have to ensure that it doesn't appear that you're doing it merely for self promotion.

84. ORGANISE A FLASHMOB

A Flashmob is an event where a group of people gather spontaneously, usually organised via social media. The groups gather for a brief period before dispersing. The reasons behind then can be for promotion, though they are frequently done just for fun.

85. GET CELEBRITY ENDORSEMENT

You don't have to think too big here. Try to find a local celebrity.

86. TV ADVERTISEMENTS

Very expensive, though with the proliferation of digital channels, the internet, tablets and on-demand services, the cost of advertising on TV has actually been falling as television channels compete for audiences.

87. THE YELLOW PAGES

This is actually less relevant now fewer and fewer people turn to the Yellow Pages when seeking out a local business. It may be worth considering if your audience do use the Yellow Pages.

88. HIRE OUT A ROOM IN YOUR PREMISES

Various groups are often in need of somewhere to meet. Renting out a spare room could be a simple way of spreading awareness.

89. ADVERTISE ON CRAIGSLIST AND GUMTREE

Two of the most well-known ad sites where people offer items and services, as well as posting job adverts and similar.

90. MAKE ANSWER-MACHINE MESSAGES USEFUL

This goes for email auto-responders too. Why just let people know that you're not available when you could also be promoting a sale.

91. RUN A WORKSHOP

This could be to other businesses or offering to teach your skills to, say, underprivileged groups. This could tie in with helping a charity.

92. CREATE SOMETHING CLEVER / UNEXPECTED

Play on notions surrounding your product to create clever marketing materials. Such as implementing interesting ideas and materials into your carrier bags or business cards. Catch people off-guard. Make them smile, make them think.

93. CREATE AN ADD-TO-TOMTOM BUTTON

You can use the TomTom website to create a button that will enable users to download your location for their device.

94. ADD YOUR BUSINESS TO YELP

Yelp is another popular business directory, and getting listed here means that you'll also show up on the maps of iPads and iPhones.

<https://biz.yelp.co.uk>

95. ADD YOUR BUSINESS TO NOKIA MAPS

Another mapping software. It can't hurt to get yourself listed.

<http://maps.nokia.com/>

IS THAT ALL?

I hope that the ideas listed will inspire you. I will add to the list from time to time, if something occurs to me, though at this point it feels as though anything else that I add would simply be a slight variation of something already listed.

Not all of these ideas will be suitable for all businesses and budgets, but no matter what you do, I'm sure you will find something useful.

SOCIAL MEDIA CHECKLIST

Social media cannot be ignored. It can be a great way to reach your audience and has a number of other advantages, such as SEO. Search engines now use social media activity in their complex algorithms and so can affect your entry in search results.

It can be a time consuming business, and trying to maintain a presence can feel like a chore when you've got other things to be getting on with. It needn't be too labour intensive though. On the following pages I present a handy checklist to help you leverage the power of social media.

There are a wide variety of social media sites available, however, I'll just be mentioning the most popular ones.

Like all marketing, you'll need to decide what is suitable for your business, and the frequency of interacting with each social media channel should be adapted to what is suitable for your business.

Once you've committed to the use of social media it's important to maintain it. Although you can have the odd break from it, you need to ensure that the content doesn't become too dated, or that

TIP!

Utilise the channels which are most suitable to your business the most frequently

TIP!

Not all social media channels are suitable for every business. Don't waste your time on the irrelevant social sites

TIP!

You need to monitor social media channels for mentions of your business. Respond to any issues as and if they arise

YouTube

TIP!

Use YouTube to embed videos onto your own website. It extends your reach and reduces load your website server

TIP!

Make your videos useful and informative for your customers. People are unlikely to watch something that's too ad-like

INITIAL SETUP

1. Register for an account
2. Set up your profile. The new YouTube profiles are slimmed down, and so there aren't many options. Add your details and customise it to resemble your website style as closely as you can.
3. If your company has numerous channels, or sister-company channels, you can add links to them on your profile.
4. Ideally, you should have a video to put up. If so, add it now.
5. Seek out a few interesting and relevant channels. Maybe those of potential clients and subscribe to them. Feel free to leave a message on their channel, but don't promote yourself. Compliment their work.

WEEKLY ACTIVITIES

1. Find interesting and relevant videos. Again, these should be what you consider to be potential customers and related channels. Favourite the best videos that you come across and leave insightful comments.

YouTube (Continued)

WEEKLY ACTIVITIES (Continued)

2. Check your uploaded videos. Are there any instances where it would make sense to link one of them as a response to someone else's video?
3. Instead of leaving a comment, you could quickly record a video response.
4. Respond to comments and replies to your videos.

MONTHLY ACTIVITIES

1. Upload a new video. Carefully fill out all the details as this will make it easier to find and helps it appear in people's recommended lists.
2. Monitor your video statistics. YouTube provides some useful analytical data so that you can see which are your favourite videos, and check the demographics of your viewers.

Google+

TIP!

Google+ lets you easily direct relevant content to the correct people. So be sure to make good use of this

TIP!

Google+ has a much more professional focus than Facebook. Make sure that your actions and type of content reflect with. Some humour is good however

INITIAL SETUP

1. Register
<http://www.google.com/+business/>
2. Install the Google Voice & Video Plugin.
This is used for real-time video and voice chat. It can also be used to stream a live video feed to YouTube.
3. Set up your profile. The more complete, the better. It's a simple process and shouldn't take more than a few minutes.
4. Send invitations to connect to people you know and put them into Circles. These are the different groups in which you can put your connections. Your connections won't know which circle you've put them in.
5. Take the opportunity to familiarise yourself with the rest of Google's products. You'll find a URL shortener, the calendar and lots of other useful tools.
6. Create your page. This will be a page for your business, group or whatever.
<https://plus.google.com/pages/create>

Google+ (Continued)

DAILY ACTIVITIES

1. Share an interesting post once a day. This doesn't have to be something you've written, but could be an interesting article you've found on Mashable for example.
2. Leave insightful comments on a few posts of your followers. Try not to make the comment too short and generic. Show that you've read and understood the post. Show an opinion.

WEEKLY ACTIVITIES

1. When you are introduced to new people, add them to your circles. Be sure to message them occasionally.

MONTHLY ACTIVITIES

1. Host a Hang-Out. This is a great feature of Google+, and lets you host a video conferences session with your circles. Feature and host an industry-relevant session.
2. Stream a live video. You can do this with using the Google Video and Voice Plugin, and stream the video directly to YouTube.

Facebook

TIP!

Facebook is not the place for dry, business-like talk. Keep it friendly and upbeat, with a nice sprinkling of humour

INITIAL SETUP

1. Register. Although you may of course already have a an account!
<http://www.facebook.com>
2. Set up your profile. Again, set this up as fully as possible.
3. Manage your privacy settings. Facebook has now introduced extensive privacy settings for your account. This gives you better control over who sees what. Be sure to only allow the general public what you'd want them to see.
4. Create a page for your business. This is a page specifically created to accompany your personal profile so that you can keep business and personal content separate. Complete as fully as possible.
5. Invite friends and connections to become a fan of the page.

DAILY ACTIVITIES

1. Update your status either once or twice a day. You don't want to do this too frequently, or flood constant updates.

Facebook (Continued)

2. Respond to any comments or direct messages that you've received.

3. Leave a response on several of the posts of your connections / followers.

4. Share an interesting article that you've found, mentioning why you found it interesting. Pose a question to your audience.

WEEKLY ACTIVITIES

1. Use Facebook to promote any events you have coming up. Don't push it too frequently, though you can increase the frequency of reminders in the last few days. Offer a benefit of an earlier sign-up.

2. Give a post-event update. Ideally with photos.

3. Post a bigger update. This could be a link to an article that you've written.

MONTHLY ACTIVITIES

1. Post a link to new products, services or maybe a new video that you've posted.

LinkedIn

TIP!

LinkedIn has a professional audience, so keep it appropriate but also friendly.

TIP!

It's advisable to post less frequently on LinkedIn than on other platforms.

INITIAL SETUP

1. Register for an account
2. Set up your profile. Unlike most other channels, creating the profile page of LinkedIn is quite the task as there's lots of information which, although not required, will benefit you by adding. It's essentially an online CV.
3. Scout around for relevant groups and join them. Some you will be able to join straight away, others will have an approval process.
4. Find companies relevant to your field and follow them. It may be useful to follow your competitors to see what they're up to.
5. Create a company profile
6. If relevant, create a group and invite those who would be interested.

DAILY ACTIVITIES / WEEKLY ACTIVITIES

1. Go through your groups and leave your response on relevant topics
2. Post an update, or link to useful articles.

LinkedIn (Continued)

(You will want to do this several times a week instead of several times a day)

3. Visit LinkedIn Answers to check out questions relevant to your field and offer your advice.

4. Update your group and company page. Are all your employees also listed as working for your company?

5. Connect with new people and contacts

MONTHLY ACTIVITIES

1. Give a recommendation to a colleague, either current or past, or request a recommendation from someone else.

2. Update your profile, making sure that all your details are up to date.

Pinterest

INITIAL SETUP

1. Register for an account and set it up.

During the setup you'll be asked to select some images that you like. At the time of writing, you can't skip this. Selecting these images means that you're now following the people to whom those belong. You will probably notice in your first week that most of the images that some people post don't interest you, so after the first week be sure to check which boards you're following and 'unfollow' ones which don't interest you.

2. Create some boards relating to topics which interest you.

DAILY ACTIVITIES

1. Find some pins that you like and re-pin them onto your own boards. Write a meaningful description for each.

2. Even if you don't find something to re-pin, try to leave a comment on someone else's.

WEEKLY ACTIVITIES

1. Post new pins. Some of your own work, and the work of others.

Platform: e.g. Google+

Month:

TASKS

[illegible]