



# Powerful Positive Web Presence

When it comes to small business your online reputation is everything. Your online digital footprint will follow you everywhere you go. Maintaining a powerful positive web presence is key to client building.

## \* The importance of powerful positive web presence

“ Web Presence “

*A digital footprint is the data trail left by interactions in a digital environment; including the use of TV, mobile phone, the World Wide Web, the internet and other connected devices and sensors. Digital Footprints provide data on what has been performed in the digital environment (e.g. what you clicked on, searched for, Liked, where you went, your location, your IP address, what you said, what was said about you); and the data can be used in behavioural targeting, behavioral economics, personalisation, targeted marketing, digital reputation, social Influence and other social media or social graphing services.[1] In social media, a digital footprint can refer to the size of a person's "online presence" measured by the number of individuals with whom they interact.*

## Positive Web Presence:

We live in a digital era where your online reputation matters. Building a strong positive web presence allows you to be seen in a positive light to a wider audience. Keep it clean ladies and gentlemen. Your overall web presence or digital footprint details to clients your level of professionalism.

## **Powerful Web Presence:**

### **Stay Involved:**

Social media platforms like facebook and twitter are perfect for introducing you and your business to the web. Keep postings positive and related to your industry. Don't be afraid to join conversations to express or digest knowledge of your field. Every time you market yourself you power your web presence. Set aside time for social media marketing your small business.

### **Blogging:**

“ A Blog “

*(a contraction of the words web log)[1] is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order.*

Since good online marketing is mainly about saturation, blogging provides yet another platform to present your products and or services. When creating a blog go into detail about your products and or services.

### **A few possible blog topics for small business**

- \* What are the origins of your products
- \* Are your products homemade
- \* How you began selling these particular products and or services
- \* Are your services mobile?
- \* Particular details about specific products and or services
- \* News story's or current events that may pertain to your small business

### **Social Media Presence:**

Facebook is an excellent venue to drive your powerful web presence. Choose your friends and followers wisely. You can tell alot about someone by just looking at their facebook page. Keep your online presence positive by limiting friends, followers, groups to business only. Separating your business social media page from your family and friends social media page is a good way to keep your business page positive and not too personal.

### **A few ways to scar your positive web presence are:**

- \* Using profanity or foul language in post

- \* **Speaking in depth about politics**
- \* **Speaking in depth about religion**
- \* **Bad reviews**
- \* **Sexual postings or pictures**
- \* **Misleading advertising**
- \* **Out dated website content**

**A few ways to boost your positive web presence are:**

- \* **Posting business related social media statuses**
- \* **Posting informative business statuses**
- \* **Staying involved in community forums and discussions**
- \* **Online classified postings**
- \* **Deal site promotions**
- \* **Good reviews**

## **Powerful Positive Web Presence Summary:**

The way you are viewed by the public eye is an important factor when it comes to small business. In todays market, positive online activity can be the deciding factor in a successful or an unsuccessful business. When online, posting numerous classified ads, social media postings and staying involved in related events & topics helps you to build a powerful positive web presence.



# Basic Facebook Marketing

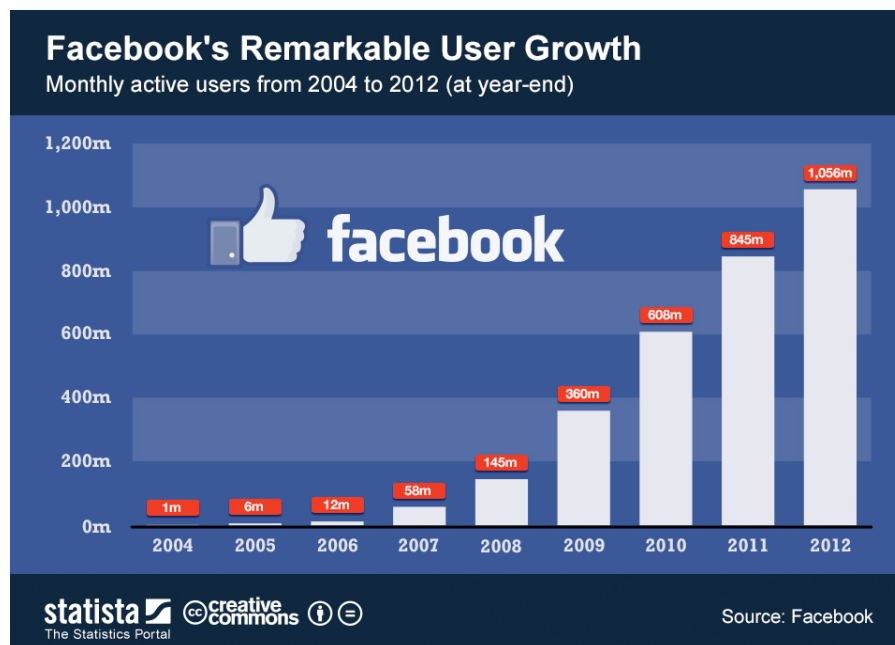
In today's world social media platforms like Facebook are necessary tools when marketing your small business. Facebook allows you to display your services to people and groups of people in your area or even areas outside of your local market. Your knowledge of Facebook and similar social media platforms can assist in your online business growth.

- \* **Social Media Growth**

- \* **Facebook Marketing**

## Social Media Growth:

- \* **1 Million websites have integrated with Facebook**
- \* **23% of users check Facebook 5 times or more daily**
- \* **Facebook has over 900 million users**
- \* **300 million Facebook users access via smartphone**



## Getting started:

First you will need to create a business Facebook page. Along with contact and location

information, be sure to include as much information as possible pertaining to your small business products and or services. Keep your personal facebook profile and your business profile separated. Combining the two can become complicated, confusing and scar your positive web presence.

### **Adding photos to your small business page:**

Only post photos that pertain to your small business such as: Pictures of yourself, location pictures, and sample pictures of products and or services. Digital flyers are also a great way to advertise or inform. ( a digital flyer is an picture ad created by yourself or a 3rd party that can be posted on your facebook profile ).

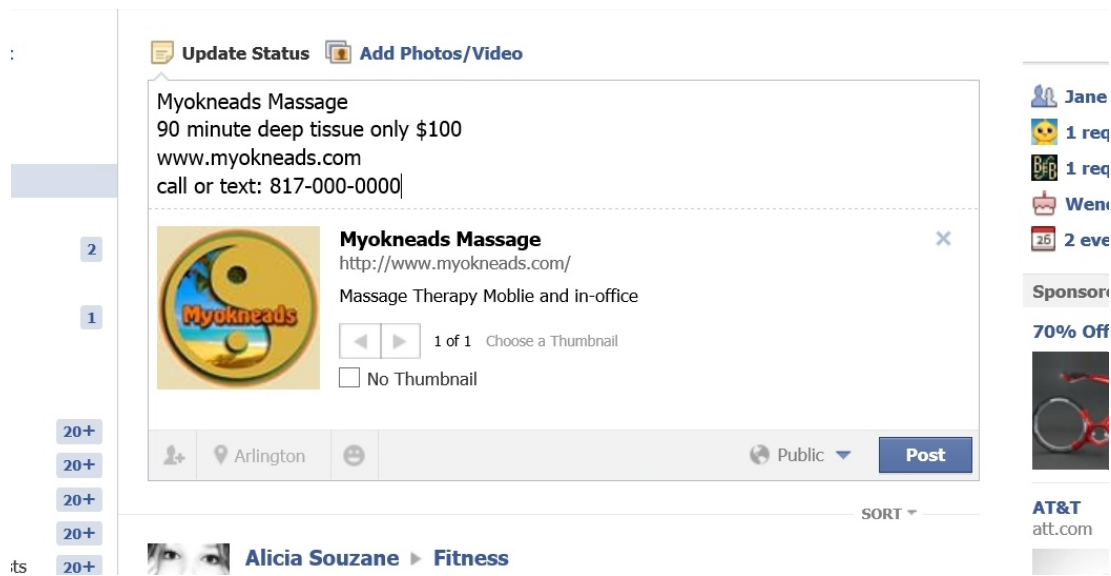
#### *Sample Digital Flyer*



### **Facebook business postings:**

Posting business statuses on your facebook page can assist in presenting your small business to clients in your area. Posting statuses on facebook is free, giving you the ability to post more frequently. The more frequent the better. Internet marketing is mainly about saturation and allowing your products and or services to be seen by clients and consumers. The more you post the more you are seen.

#### *Sample Business Posting*



**A few things you might want to include in your facebook postings are:**

- \* **website information**
- \* **special rates and deals**
- \* **digital flyer**
- \* **availability**
- \* **contact info**

**Commenting on post from your business page:**

Keep comments professional and on topic. Lean towards conversations that are related to your particular products and services.

*For example: If you do nails, you might comment on nail salon conversations.*

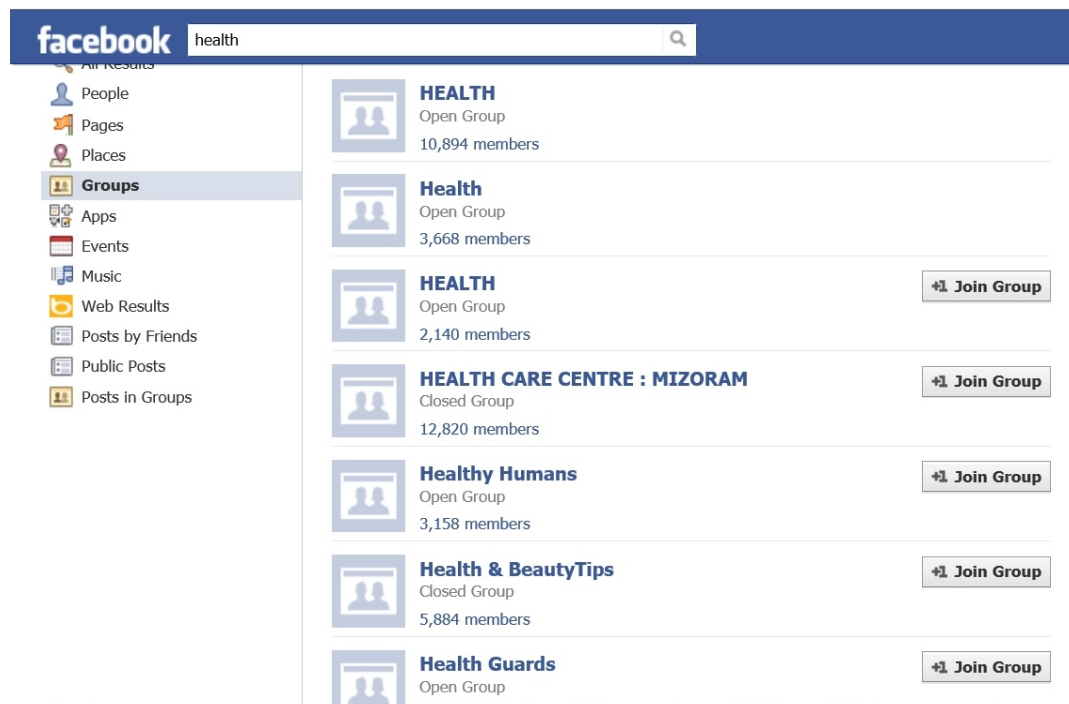
## **Facebook Groups:**

Joining groups on facebook is a great way to introduce and market your small business to new clients .Once approved to join the group you can begin posting business postings or digital flyers in these groups. When searching to find facebook groups to join just remember to maintain within scope. Pay close attention to group rules and concerns. Be creative, facebook groups come in all shapes and sizes.

**A few examples of group searches for salon workers:**

- \* **Houston Massage Therapy**
- \* **Massage Therapy**
- \* **Fitness**
- \* **Health**
- \* **Spa**
- \* **Beauty**
- \* **Dallas Barbers**
- \* **Hair Stylist**
- \* **Austin Nails**

*Sample facebook group search*



## Facebook Ads:

Facebook Ads are similar to classified postings with the exception of being able to have ads seen by your selected target audience. You set up your target audience by selecting gender, age and location, inturn facebook places your ads on profile pages that match your target audience

settings. When it comes to marketing small business, knowing your target audience is very important and can vary depending on your location and services. In the sample facebook ad below, notice how I targeted people in the United States that are over 18 and who live in specific zip codes.

### Sample Facebook Ad:

The screenshot shows the Facebook Ads interface. At the top is a search bar. Below it is a table with columns: Name, Status, Page Engagements, Ad Reach, Freq., Clicks, Click-Through Rate, and Max. Bid. The table contains one row for 'Myokneads Massage Card' with a status of 'On', 0 engagements, 2,825 reach, 8.9 frequency, 1 click, 0.004% CTR, and a bid of \$0.30 CPM. Below the table are two panels: 'Ad Preview' and 'Targeting'. The 'Ad Preview' panel shows a thumbnail of a massage card and the text: 'Myokneads Massage myokneads.com Pre-paid Therapeutic Massage / 4 hour in-spa massage card \$100 www.myokneads.com'. The 'Targeting' panel shows: 'This ad targets 18,960 people:' followed by a list: 'who live in the United States', 'who live in one of the zip codes: 76000, 76011, 76012 or 76120', and 'age 18 and older'. It also shows a 'Suggested Bid: \$0.05 - 0.87 USD'. At the bottom right is a 'Close' button.

Name	Status ?	Page Engagements ?	Ad Reach ?	Freq. ?	Clicks ?	Click-Through Rate ?	Max. Bid ?
Myokneads Massage Card	On	0	2,825	8.9	1	0.004%	\$0.30 CPM

**Ad Preview** Edit

**Myokneads Massage**  
myokneads.com

Pre-paid Therapeutic Massage / 4 hour in-spa massage card \$100  
www.myokneads.com

**Targeting**

**This ad targets 18,960 people:**

- who live in the United States
- who live in one of the zip codes: 76000, 76011, 76012 or 76120
- age 18 and older

Suggested Bid: \$0.05 - 0.87 USD

View on Site · Create a Similar Ad

Close

## Basic Facebook Marketing Summary:

Facebook has over 800 million active users at any given time. While allowing you to connect with like minded people in your area, facebook can also be an excellent advertising and marketing avenue. If you so choose to use facebook to advertise your practice remember the benefits of powerful positive web presence when posting or commenting on facebook post. Keep facebook business postings on topic and informative. In order to keep business professional its smart to have separate facebook accounts for personal and business postings. Remember online marketing is mainly about saturation, allowing your small business to be seen by your targeted audience. Use facebook wisely and its the perfect tool for marketing yourself as an independent small business owner.

**Resources:** facebook.com, dictionary.com and statistics portal