

GOING LOCAL ONLINE

with Karen Clark



Take Action Tips:

1. List or mention the names of the cities you serve in your social media pages, posts, blogs, websites – anywhere you post online.
2. With your Facebook business Page, have your Page like other local Pages and interact as your business.
3. <http://www.merchantcircle.com> Powerful in the search engines, local business and social network
4. Map Page:
<http://www.google.com/local/add>
5. Map Page:
<http://www.bing.com/businessportal>
6. Map Page: <http://listings.local.yahoo.com>
7. <http://biz.yelp.com> Set up or claim your business even if you do not plan to use Yelp
8. Attend or host local meetings, Join meetup.com – your profile alone is indexed in the search engines. List local meetings on meetup.com, eventbrite.com, as a Facebook event (started by a business Page) or use fullcalendar.com to list it
9. Join local Groups on LinkedIn and Facebook – use the search to find them!
10. Find and connect with local people on Twitter at the Twellowhood:
<http://www.twellow.com/twellowhood>
11. Social Media CPR:
C = Comment on other posts
P = Post consistently (frequency varies)
R = Reply and take it off line ASAP

NOTES:

- Are You Afraid to Use Social Media for Marketing in Case You **Do It Wrong**?
- Are You Concerned About **Separating Business from Personal** Online?
- Do You Know How to Be **Productive** and Efficient With Social Media?
- Do You Know How to Stay **Up to Date** With the Latest Social Media Rules?

PRESENTING...



Get the training and support you need regarding social media marketing with this **self-paced e-learning program**.

With online access for 6 months to complete the 4 modular lessons, you will walk through the process of customizing, implementing, proliferating, and evaluating your activities on Facebook, LinkedIn and Twitter.

Even more, you will learn **how to properly use these tools** in a way that is service-based and focuses on developing engaging relationships with your ideal clients so you **spend less time and make more money!**

With access to **live monthly webinars** and a private online group to ask questions, you are **never left to figure it out on your own**. You are supported along the way.

Visit www.TakeActionSocialMedia.com for more information about the course, or order tonight and you can get started right away!

Regularly \$197 for 6 months access. Today's Special: **\$137** – That's 30% Off!





KAREN CLARK ● 707.588.9290 ● [KAREN@MYBUSINESSPRESENCE.COM](mailto:karen@mybusinesspresence.com)

EDUCATIONAL RESOURCES

By Karen Clark 707.588.9290

www.MyBusinessPresence.com



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City _____ State _____ Zip _____

Email _____ OK to Send Newsletters? Yes No

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Name on Card _____

Card # _____ Expiration ____/____

Sign _____ **THANK YOU FOR YOUR PURCHASE!**

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Yellow = Customer Receipt