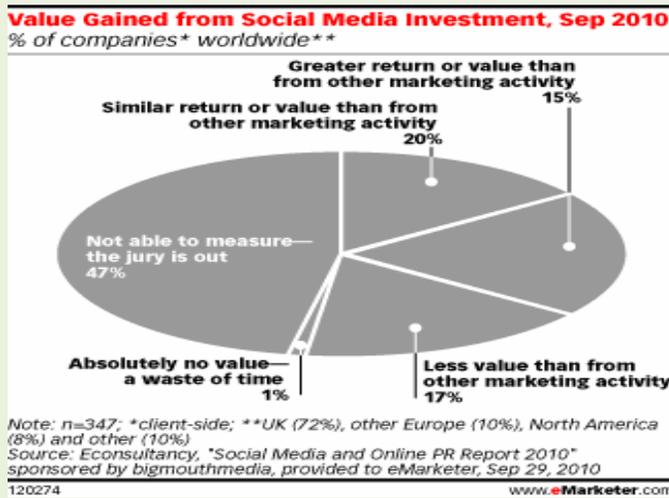




Start Your Facebook Business Page and Business Twitter Profile

How to Profit?

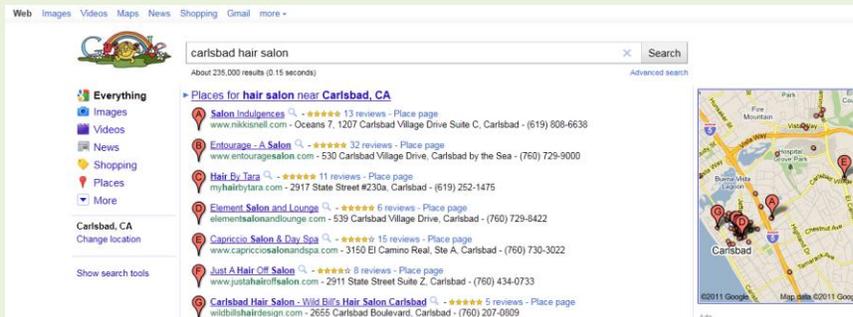
- Invite friends, family, staff, colleagues, existing customers, suppliers, vendors, - basically everyone you know – to connect with your business on Facebook and Twitter.
- Develop promotional offers targeting local customers.
- Reward engagement, offer a freebie or cursory discount for all ‘Likes’ and ‘Followers.’
- Be consistent, participation is key to social media success.
- Calculate return on investment every month or year, depending on specific goals and plans.



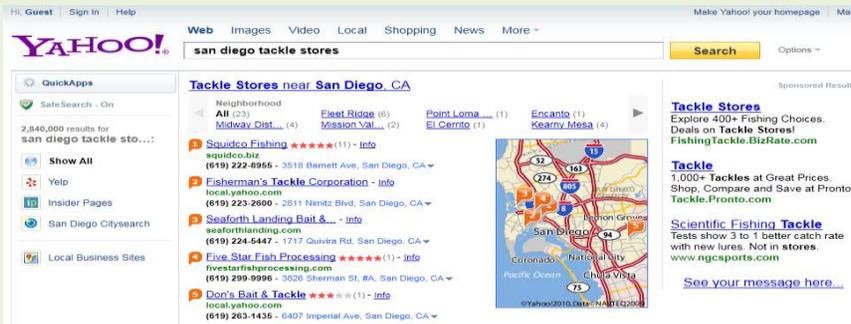
Confirm or Validate Your Local Search Engine Listings

How to Profit?

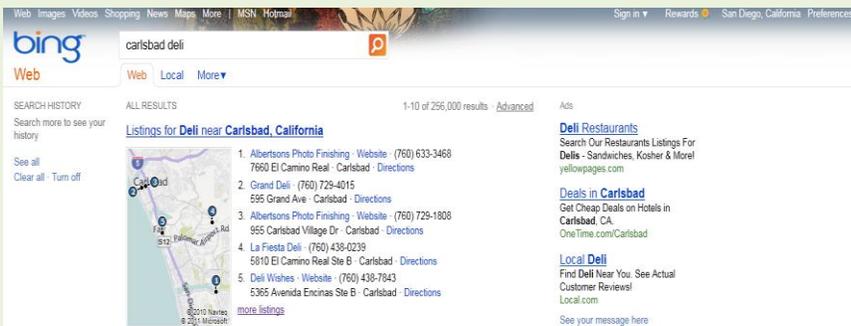
- Confirm your Google Places listing [here](#). (Don't duplicate, do your research for existing profiles)



- Claim your Yahoo Local listing [here](#).



- Control your Bing Local business identity [here](#).



- And here's a couple more links to check out that may or may not be preferable to individual profiles:
 - o [GetListed](#)
 - o [ExpressUpdate](#)



Launch Your First Social Media Promotion

How to profit?

- Reward social connections with a discount or special offer.
- Enable local customers to spread positive (digital) word of mouth – and reward them.
- Enlist the help of existing local customers to participate in your business success – and reward.
- Track response with referral codes, coupon offerings...or a marble notebook and a, "How did you hear about us?"

The key to profiting from social media and local search efforts is controlling and participating in your local online business identity. The first step in doing so is getting started with social media, and confirming the above mentioned local business profiles within each of the Big 3 search engines. Then be sure to populate your listings and profiles with photos, website links, video, coupons, promotional offers, customer reviews...lather, rinse, and repeat for all local search and social media environments.