Checklist To Increase Business

☑ Create a 315 x 851 header for Facebook Fan page

☑ Add "Like" and "Share" badges on website/blog/newsletter

☑ Upload video and photos of projects/events to FB,LI, TW, Blog

☑ Use events app on FB & LinkedIn to promote events

☑ Broadcast company news via Twitter

☑ Claim your Google Places page

☑ Add QR code to business card (location, event details, topics of discussion, etc.)

☑ Set up a blog and encourage visitors/subscribers to contribute

☑ Reinforce how you are different on EVERYTHING

☑ Add video testimonials to

☑ Make sure to have a call to action on website - contact & form above the fold

☑ *Consistently* generate content that solves problems (80%/20% rule)

☑ Downloadable content added to site, emailed, added to FB, Twitter, LinkedIn, Blog

☑ Measure your progress using Google Analytics and Facebook Insights.

☑ Use multimedia to add stickiness! Pinterest, Flickr, YouTube, Panoramio

☑ Add video testimonials to Facebook, YouTube, web, blog

☑ Create a LinkedIn company profile with products & services

☑ Add marketing tool applications to LinkedIn profile - Slideshare

☑ Ask for/give recommendations on LinkedIn

☑ Join and market to relevant LinkedIn Groups

☑ Use LinkdIn and Twitter powerful search tool for lead development

☑ Integrate all channels and schedule posts using Hootsuite

☑ Join and market to relevant LinkedIn Groups

☑ Create a vanity URL on Facebook and add everywhere

☑ Feed updates and blog posts via RSS feed to network and Groups

☑ Use publishing calendar to organize content

LinkedIn Checklist

☑ Use marketing tool applications

☑ Create a vanity URL

☑ Create a profile header

☑ Add "Follow" and "Share" badges on website/blog/newsletter

☑ Broadcast company news

☑ Claim and populate your Company page

☑ Reinforce how you are different

☑ Add video testimonials

☑ *Consistently* generate content that solves problems

☑ Measure your progress using Google & LinkedIn Analytics

☑ Use multimedia to highlight projects, case studies

☑ Ask for/give recommendations

☑ Join and market to relevant LinkedIn Groups

☑ Use LinkdIn's powerful search tool for lead development

☑ Generate valuable content that gets shared!

☑ Feed updates and blog posts via RSS feed to network and Groups

☑ Use publishing calendar to organize content

☑ Publish articles on Linkedin's publishing platform

☑ Determine strategy & goals

☑ Start or weigh in on Group Discussions

☑ Reach out to leads using in mail

☑ Use Social media to build your email list

☑ Create a contact form to collect leads in database

☑ Remember the 80/20 rule when developing content

☑ Publish case studies, testimonials, white papers

☑ Create a company page

☑ Use the search feature to target people, groups, companies