**Simple Social Media Must-Do's for Small Business Owners**

Thank you Alexa, it is an honor to be here today. So a little bit about me, my name is Katie Cerney, the director of social media strategy within the Deluxe small business services . I am really excited to share a little bit about my experience working in social media and digital marketing with you today . On a personal note I am the daughter of two entrepreneurs and I

can recognize first hand and have seen firsthand, how much of a challenge it can be at times to be a small business owner. You have to wear all of the hats in your business . And that can often times lead to a lot of anxiety and overwhelmed. Today, my goal

is to help by sharing some of my information and my experience with you, to help you be able to find resources and provide some value that you can apply in marketing your business. I will share a lot of information with you and I really hope you leave here today feeling encouraged and inspired , instead of overwhelmed. Sometimes a lot of information, you can sometimes feel there is so much I am not doing. But if you can find at least one idea in today's hour, that you can apply to your business , that is a success. One thing you will be able to do tomorrow that you are not doing today. I hope I leads you also with at least one resource you can turn to in the future. More information is important. Down the road when you are ready to take on more , more marketing task, you know where to turn to get the guidance and instruction. >> Often times when I introduce myself as working for Deluxe Corporation, I get blank stares . And then the lightbulb recognition, the check company. I usually say that absolutely is us. Deluxe has been a trusted partner of small businesses for over 100 years. We consider that an honor and a privilege. As with many hundred euro companies we recognize there is opportunities to involve and better serve our partners. Along the way we started to add additional products and services that we can offer to financial institutions and the small business owners. Today we offer a full suite of marketing services including logo design, website design, print marketing, promotional products, social media marketing, website search and even more. >> We recognize that we could do more. We met with small business owners across the country and learn two things. That every business is unique, and the challenges those businesses face are often times very similar. So we decided to continue to evolve and offer more opportunities beyond the services we offer,

to help equip small business owners with the tools and resources, and information they need to be successful.

Back about 2016/2017, we started with blog post that turned into a full-blown small business resource Center, that you can find on Deluxe .com. We also recognize that this power in the stories we were hearing , from the businesses and small business owners we were meeting across the country, those challenges they face were often very similar . We decided that we could do more. And we launched a program called the small business resolution . I want to take a minute to introduce you to that.

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[Video playing]

Small towns are fighting for their survival and the hit show small business revolution is on a mission to bring back our Main Street. Every season America choose and a town , chooses the businesses and teams up with celebrity experts. It is a business makeover show with heart. We are just getting started . Catch up on all of the seasons, streaming audio Lou, small business revolution.org. [Video end]

So the idea behind the small business revolution is it's a movement that anyone and everyone can join, and focus on the fact that small business owners across the country need some additional help in resources to help them achieve their goals. If we can find the original series , help tell the story of small business owners and the challenges they face, we might be able to help other small businesses across the country come up and find answers to some of the challenges they are facing. So the idea was, what if we made over an entire town through its small businesses. Every year, now in the fourth year, we identified towns across America

that could receive a $500,000 makeover , marketing services and physical improvements, and capture those transformations and put them in an original online series . they take applications from towns across the country, and America has a chance to choose the winner, winning town, for this. This year the winning town is Circe Arkansas . Coming up in October will be the debut of the six businesses in the series highlighting the transformation that has taken place in Circe. We hope you can tune in . over the four seasons, we showcase a variety of difference , different businesses, different business models, from retail to service providers and more. We hope to travel across the country and share the Deluxe resources with these communities through a series of small business seminars and some of the examples you will see, when we talk about the social media task and tips, are coming out of what we learn from these businesses and these communities across the country such as Searcy Arkansas.

Some of the key questions I kept hearing as we traveled across the country, where and why should we build a social media presence, how to develop a content and strategy publishing calendar. Why engagement is critical, how you create social photos and videos. What are hashtags and why do you use them. It mystifies a lot of people. And then should you use paid special apps that

I would like to also learn about you so I can understand where you might be in your social media journey. Most of you if you've had your own business are probably already dabbling. If you could, we will do an interactive poll. Tell me about you and your business.

Go ahead, on the screen you can select which one best decide, describes your role in operating a small business.

We will give that a minute.

You can go ahead and click on the screen. Are you the owner or the founder of the business, an employee that helps the business, are you a future small business owner . I'm sure a lot of you in the crowd here are. Are you a partner of a small business, nonprofit or education , or just one of those wonderful people so interested in social media as a topic? Give that another moment. >> A great mix of people. All right. It looks like answers are starting to slow down. Keep your mouses at the ready a couple of more questions. >>

It looks like there is a good chunk of you that are the owner or cofounder of a small business. We do have some good representation of others who are either future small business owners or current employees . and definitely love the fact that often times nonprofits or organizations sometimes feel left out , I apologize. We don't have a lot of examples for you guys but I will do my best to understand in speak to the unique examples I have heard from businesses like yours. Wonderful.

The next question, tell me more about what your social media presence is currently. Go ahead and click are you the person

and you have a presence already. Do you have it and somebody else manages it? You don't currently have one but you agree that you need to build one. Or are you one of those people that is not quite sure if it is the right thing for your business, or even where to start . go ahead and submit your answers. >>

As the answers are rolling in I am already starting to see the typical trends that usually when I present at the smooth dollars, small business seminars, it's very true there are a lot of people that already are dabbling in social media, or have a social media presence. We will give this another moment for people to jump in and respond. >>

It is looking like we definitely have a lot of people that also have other team members or people partners that help manage it. That is good information I can share about that that you can pass along to those individuals . go ahead and send it on.

A great mix here. It is holding true to what I typically see.

The next question is more, for those that have the presence , where are you currently focused ? Select all of the ones that apply to your business, your current business are you on Facebook twitter, , Instagram, YouTube, Snapchat. Yelp. And of course 1 million others , I grouped into one section. Often less prevalent for a small business owner.

We will give it a couple of other minutes. As answers come in. >> This is great.

Excellent answers, starting to slow down. Will give it another second.

All right. Thank you for sharing it looks like a lot of you are using Facebook. Closely followed by Instagram which is pretty much on trend with what I typically see. We will talk about Google My business because I think that is lagging behind. More to come on that.

Let's go ahead and sneak back over and start to address and answer the questions, when I get asked what social media channel should I use, what do I recommend. The first two that I say, I having a website

and building general awareness or a storefront for your business if you have a physical location. You need to actually have that presence to help people understand that you exist. And for that, Facebook and Google My business are must haves . Those are the two platforms. For a couple of reasons, the majority of online adults, over 71% are using Facebook. Even more upwards of 70, over 91 percent use search, especially a local search. And I think 63% of people who search for a local business, actually purchase something from that business within a five mile radius . so two very important platforms that people are already using. And you want to make sure your business is there to show up and be visible. It does act as a local listing. If you want your business to show up when people are searching for things, or a contractor, plumbers near me, make sure your business actually shows up and in addition to your website social channels like Facebook and Google are often the highest contributors to SCO optimization . More presence that you have, it helps identify your business , the more likely your business will be to show up when people are searching. >> Both of these platforms do a nice job of catering specifically to the needs of the business. On Facebook, if you have a business page and I recommend make sure you have a business page, and one way to tell you have followers, to make sure you are taking advantage of all the different features specifically designed for a local business. Spots for your address, your hours, your events, all of the things again help the search optimization. More importantly help provide that information and validation that yes you are an actual business. I would say don't worry if you don't have a specific location, there are ways you can use these tools and set a service area radius. If you work out of your home you don't have to put your home address for everybody in the world to know where you live, you can set a radius for both of these tools.

And they both offer great features to help tell your story. When it comes to being an entrepreneur, the same thing that you uniquely provide is your most valuable asset. To give you great space to share that information.

So a few tips that I have, first verify your page. In you can actually go in and validate that you are a legitimate business. Usually something as simple as sharing your letters of incorporation, your LLC, a utility bill, having them call to validate. It gives you the additional checkmark, if you look at this example, from Annabella's Italian restaurant. You can see next to the ad under their profile and name, you can see a checkmark next to the username. That is they are an actual validated business. And that helps make sure if people are searching , a little extra carrot it , a little extra credit to businesses that are validated. This is a great way to make sure that is people are so sharing, searching , they know what kind of business you are operating in.

People often times ask about your [indiscernible]. I recommend you focus on making sure you reinforce your brand. Who your company is. I recommend having your clean and clear logo, as your profile , very consistently . You can change seasonally if you want to. You want to make sure you're creating a consistent impression so when people are scrolling through, you want to make sure it is clean and clear and they can understand that is your business. >> I also recommend on the profile to have a cover photo. A lot of people sometimes put their picture outside of the business. Great when people are trying to locate and find your business. That's once they have made the decision to come visit you. Instead I recommend showcase your craft did use highs quality images. When they are first exposed to what your business is. Take an opportunity and use the cover photo space to tell and show what it is that you offer. If you're a florist, show floor business. If you're in financial services, show your team or other visuals that help demonstrate that you are a trusted partner, a partner they can trust. It helps to visually describe your business by the photo choices you use. And then the about section, sometimes people will skip over that but take advantage of that. Or you can tell your story and help people understand what is unique about you and why they should choose you over other options in the area.

Overall your profile, I recommend you to follow the five second rule. Within five seconds of seeing your page, your profile, if they can't tell what it is you sell, you might want to make some adjustments. The five second rule is important to make that first impression. Speaking about you, I wanted to share a couple of examples . On some of the platforms like Facebook they continue to evolve the technology they offer. Here is an example where they added a new feature called about me, or our story. An example of a small business owner, of bakery and she does beautiful design. She took the opportunity , similar to a blog post, tell her story in that space on her business page. Similarly,

the downtown,'s Association, chose to help share their mission. For all the nonprofits out there this is a great place or a chance to tell your story and what you are all about and why people should care about what you care about.

A couple of additional tips, keep your business info and ours up-to-date did a lot more of the channels are outing the hours feature. If you list hours and they are not accurate, people will be confused about when you are actually open . Keep that up for holiday hours as well. Make sure you publish regularly and make it a routine. Tools like Google My Business recently added a new section just for post so businesses can use that space to tell more timely information and share updates with people about their business. Establish a routine and make sure it's part of your natural schedule.

As people engage with reviews, be sure you are responding and engaging with your social media users and communities. Supporting neighboring businesses also did one of the places I definitely recommend if you are in a community with multiple businesses, just like off-line, schedule those relationships online. So if you do a partnership with a local partner in your local business in your area, call that out online. Basically you want your business profile and activities showcased and build relationships within your community and your customer base, just as you would off-line.

Now beyond those two there's a lot of other platforms. I won't go into a ton of detail. I do want to share a couple of key insights.

First LinkedIn, if you're in professional services or you work more from a networking sales perspective, you definitely want to make sure you are on LinkedIn. A lot of evolving features and capabilities, they just added some video capabilities. Features like Inmail and social navigator that you can use to explore additional relationships and sales prospects targets. If you have a craft that is very visible, you want to explore Instagram and Pinterest if you're not already doing so. Especially on Pinterest if you have e-commerce, showing they can be a really strong driver of traffic. Also Pinterest is unlike some of the fee-based like Facebook, Instagram and LinkedIn, Instagram lives on. It's not about a moment in time but it's about selection that can keep being shared and be inspiration. The same thing with YouTube. The two channels that are really evergreen. If you are targeting younger demographics, don't ignore stamp chat., Snapchat. It is definitely something worth looking into. They do have some add capabilities and geo-fencing . Such as a woman who owned a bowling alley and a lot of local teenagers hang out there . she actually received a free filter. If you don't get the free filter you can still actually have a filter by placing ads on Snapchat.

I will not go into too much detail on the platforms but the biggest tip I can share, is don't try to be everywhere . it's better to have a couple of well maintained and highly engaged platforms than to have something everywhere and have it limping along on life support. In the second, make sure where is your target customer and where is your community, what channels are they using. Narrow your focus and meet them where they are . just like in the off-line world you want to apply those same principles.

A couple of other platform features, I mentioned live videos, each platform once users to stay on their platform and keep coming back so they continue to launch new technologies and tools to get users to say stay. Up in Arlington Washington, she runs a yarn store. She has a live video to reveal who one a prize. Each channel is now promising that idea of a moment or story. Most of the channels offer a 24 hour moment you can view. You can often times add filters like on Instagram. Add filters, add text and graphics so you can engage and ask questions which is very important on social media platforms. That is a signifier for people interested in what you are publishing . it signifies to the channel there is something happening here.

That is an example and you can also, on some Instagram profiles, there are these little circles. Archived stories . You can create groups that are highlights . You can save your stories and archive and group them, and create more of an exploration opportunity for people that come across your Instagram profile to see some of the different things you do. I definitely recommend each of those features. Especially if you have that visual , or those moments in time, that help to convey other prospects why they should come and do business with you.

What should I post about? That's a question I get often. What should I actually talk about . I feel like I can publish when I have a sale or something, but just me talking about myself, it doesn't feel right. And I would say the tips that I have for business owners, is start thinking about what makes good social content. A lot of times you ask if you are personally on social media what grabs your attention . There is a lots of different things. A few things come to the forefront. First it is really visual. Second it is relevant, relevant to you and the audience. It provides some sort of value. Whether entertainment or discounts , you get something as an audience out of it. Authentic, answering questions, it makes it go viral. People love to share and engage in and participate . Also not feeling staged, that it feels real. When it comes to your own business, the best thing I recommend is start by understanding who your business is and what you offer a value. What is it used uniquely have and provide to your customers and your community. And think about what is it your customers and community are doing when they are on social. Grab a piece of paper and write down some words or phrases that describe your unique value and what people are offering. What you want to find is the connection between the two. >> And an example is Annabella's Italian restaurant. She's an Italian restaurant in Bristol Burrell.

They make things in house and they are delicious. They are family owned and run which is part of their story. They have both regular and local customers and they attract people. A good mix of keeping people engaged locally as well as drawing in new people . If you are like me, most restaurant owners on social media, they want to see the food. They want to know what the specials or deals are happening on that particular day. Why is that unique, with a foodie culture bringing that to the forefront . What makes your business unique. And everybody loves peeking behind the scenes . showing the chef in the kitchen, or the florist coming up with an idea. So important and engaging .

So that turned into a list of categories that is what we offer and what people on social are interested in. That became the guidance for the strategy.

For Annabella's example, they had featured menu items, seasonal offers, adding a peek into the kitchen , what was being cooked that day. Staff profiles. If someone comes into your business , they want to know who they are working with. Often times like you would build a relationship off-line I introducing yourself and finding things in common, you want to do that online as well. Community events and of course national holidays, local holidays , as well as the social media hashtag holidays . >> And also the people here, owners of and abilities wanted to say, Annabella's, they wanted this to be a place like coming home to eat. The engagement is so important because again if you're just talking at people on social, there is no chance for them to engage. You want to open that opportunity up and create a dialogue. And that again shows those platforms that what you are doing is relevant, that people are interested in what you are doing and by asking questions it can be a great way to engage audiences.

When it comes to starting conversations, I often tell business owners, keep it simple. Make it multiple-choice questions, true or false to fill in the blank. A customer asked me what should I post about. You put finishes or stains on your decks. If this was your deck what would you use for stain . Make it simple and give them an opportunity to chime in and participate. Keep it relevant to your business and your community. Don't publish things that are just a funny cat video or things that go viral did you want to make sure it's relevant to your business. Be engaged, I acknowledge and respond. And if you're struggling to get the engagement, don't be afraid to ask off-line, customer , family member, I will ask this question. I wonder if you would chime in. >> Be that person who will start the engagement and incorporate more people. As no one likes to be the first to respond, social media is no different. >> The key is really act on social just as you would as if you had an in person conversation .

Here are a few other examples and ideas for content. A local florist in the Twin Cities, a designer. She takes and creates sketches of her work. She shows the steps that she takes to create the amazing floral displays that she does. From Michigan, they used humor and some of the employees say they never looked at their yeti like that. Take what you offer and bring it into the environment to showcase it and grab that attention

Don't forget about your community. You can share the content of other businesses, a great way to show your support . also to encourage that behavior, and your local community. From Natalia's Café in Washington, they had a graduating class. Specifically for their community to be part of it. Don't be afraid to start your profile early, get your community ready for your business . another example from Camas . A company excited about their space but they had renovations before they could open their doors. They kept the community apprised of their progress. So when they open the doors they will have a lot of people already knowing.

When it comes to creating post, another big challenge business owners often face . it is hard to keep up. One of the things I noticed, a lot of times, tell me if this sounds familiar, when it comes to posting on social media , people have an idea. They write a post and then they publish it. In that same moment. Which is great, but when you get the mental block , creative block or writing block, sometimes you end up where it's oh my gosh I know I need to publish something that I don't know what to do. I don't have a good idea. What I try to do is recommend the business owners break it into separate steps . You can create more content options and do it more efficiently. It might look like on one day you have all the different ideas. That might fit your business and what people are expecting from your business. Come up with ideas, be creative. And then put it down and walk away. Come back later and validate it. You can have a ton of ideas but make sure it is the sweet spot between what you offer and what people on social media are looking for. I am seeing questions about what makes people want to follow you, or what makes people want to engage your business? The number one answer, create great content. It's not about getting them to do things, it's about being who you are and attracting the people that share the passion you share for your business . or have a need for what you need uniquely offer. They come along and fit between what you offer and what people are looking for, you can achieve the same success. Then go ahead and create. Create a lot of different options. Lots of photos, write a bunch of different options for the post . Then come back later and planted out, then eventually publish. You might have great ideas but you might have an engagement question. You might have a specific product, you can do a trivia question. Creating multiple options helps you come up with different opportunities and then you can put that in your library to select and choose a good mix of content . So you're not always publishing the same type of thing over and over, you can mix it up but still be true to who you are. So maybe turn it into a monthly process where maybe every first Monday the fifth of the month you do an idea session. And then a few days later you validate it and so on and so forth. Make it a part and you can really harness the energy and create more options. That preparation and building the library will help free you up so when inspiration does strike, or there's a specific something happening on social that's going viral . You have the opportunity to use your time and energy to react to that, instead of all the content you feel like you need to publish or create for your social channel.

And also maximize that time. An example from Annabella's, these three photos were taken the same day but published months apart.

Don't create the holiday Christmas catalog and take those photos and November. Take the photos early and then call them out when it makes sense . That way you don't always have to do everything in real-time. >> Gather props, use seasonal accents. Wipe your lens to make sure you have high-quality images. Try to use good lighting. Those are the best keys to creating great photos. Also talk to your neighbors . If you're not comfortable with creating a lot of photos, check for someone in your community that has that passion. I often times will have my nieces or interns , because they grew up with a phone attached to their hand at all times. They can create some phenomenal imagery.

Speaking of community, you don't have to do this alone. You can ask your customers and community to share and showcase what it is you offer. Just a little bit of instigation and acknowledgment. Encourage the behavior, just like you would for encouraging people to write reviews about their experience with you. Make sure you asked for permission before you start using and re-sharing customer photos. A lot of times they think I will be honored and feel special to use their photo to showcase the work.

What are hashtags and why should I use them? One of those common questions. There is a few different ways, for those not familiar, it's really a word or phrase that follows pound sign (#) . It started on Twitter but it has become more prevalent and used on almost all social channels.

There are three reasons, maybe more, three main reasons. The first is discoverability . For those that want to build a following especially on Instagram, using hashtags can help your company gain exposure. So when promoting your business or showcasing what you do be sure you use hashtags. Here's an example of a company in Arlington Washington. They do candles and she uses a lot of different hashtags when she does her work. Or publishes on Instagram did true story, because she publishes about her candles , hashtag hand dipped or handmade. And then hand poured . She was discovered by the people that put together the Grammy awards . Her company had her hometown candles appear in the Grammy gift bags. Because she would take the opportunity to use those hashtags so when people were trying to discover local companies that do certain types of activities, they can actually show them. That was a true story from her experience.

Another is branding. If you want to group certain types of posts or themes, you can use hashtags to brand it . Our small business revolution channel, often uses hashtag SB stories, when we are actually telling the stories of small business owners and local communities. The same thing with the hashtag , the communities have a hashtag when they talk about their participation, by hashtag and my in their community name. >> And then explore other people using that same hashtag. And then always a fun one. The hashtag to entertain and add humor in the message. The chief brand officer at Deluxe , she uses hashtag cameo with photo bombing in the background. An extra bit of fun and information you can share.

The key tip is make sure you researcher hashtag. There is no police, anyone can use hashtags . do a little bit of research on each platform to make sure you understand how people are using the hashtag and if it is a conversation you want to join and have your company be discovered with. They can be a powerful way to increase your brand recognition and draw people in.

The last thing I will cover, should I use social media ads for my business? The long and short answer is unfortunately it is becoming increasingly more necessary. Organic reach are the unpaid reach, is slowly decreasing . Often times putting dollars behind it to make sure the content you spent all the time to create, is seen by individuals that you want to attract your business. Often times we can use paid to do it. Number one, make sure your publishing value , and you are engaging with the audiences. And get your community, your neighbors to do that. You can actually help to increase visibility and activity through engagement.

But if you don't, you can often times use paid social to use that energy. The key tips for that is make sure you tie it to your goals. Know what you want to accomplish. Like the great national siblings day post, when you publish a picture of your twin brother did they not, it may not be the best regarding your content. If you're trying to generally reach as many people as you can, each of the platforms have goals.

And experiment, start small. Set aside $25. See what the results are, see what you can get out of it and build on that. Based on what you see the results as. And then track the results and gauge it again. Not about whether people are seen are is it better are poorer than the last time? There are so many different variables that go into add performance, make sure you track the result and tie it to your goals. Make sure you measure it against your goal . again experiment and see what is working.

Key takeaways, then we will go to questions. So where to be, go into Facebook and Google My Business first . In a question , is it best for B2B, absolutely, you still need to be found . Social media can help you, that your story is told . then make sure you follow your customers and see where they are. Don't try to be everywhere. Make sure it's well-run and well-managed.

The visual authentic and engaging, stay true to your business. When it comes to creating content break it apart

and created in batches. Involve your customers in the creation . again use those hashtags to help make sure your content is getting discovered. And yes, paid social. Tie it to your objectives. Start small, test and track progress.

And then again I want to call out the small business resource Center on Deluxe .

We have addition to all of the articles, we have e-books. I barely scratch the surface. But all the things to know about social media, we have a eBook: Guide to Social Media Marketing . It has a bonus from a social media strategy example. There is a lot of great content there. You can also sign up for the newsletter. If you can't find what you are looking for, or additional questions, don't hesitate to ask the question on the social media channel. My team will do the best to connect you with the answer, or traditional resources that might be able to help answer your question.

And of course we do offer distant products and services.

For SCORE we offer an additional service of both discounted offers as well as the small business advisor team, that can help walk you through if you're more of a phone person, wanting personal guidance. One of the small business advisors will help connect you with what it is you need.

With that we have some questions. They have been flooding in and I'm trying to address them as they come in. There are several we can address here .

Sounds great. We will go ahead and move into the Q&A portion of this webinar. We will do our very best to address as many questions as we can in the time remaining. We typically have more questions than time allowed. If we don't get a chance to address your question on the slide , live webinar, I encourage you to reach out to your mentor after the session who can assist you further with applying these strategies and concepts that have been covered today. To further help your business needs. We will be sending out a link to the recording and the slide deck after today's webinar. And as she showed there is contact information should you like to reach out for further assistance as well. With that, we will jump into these questions. The first one is from I Okie. Asking how can I gain sales and engagement with current followers on Instagram? They posted content and good lighting and a lot in my stories. I would like to know how I can turn my organic followers into buyers.

That is a great question. One thing I will say is keep in mind, often times if you have the store on your Main Street in your community, you will have a lot more people that walk by and window shop then would ever actually walk in and even less that would make a purchase. Keep that in mind. Social media is no different . You will have more people exposed to what your publishing, even follow what your publishing but they may not ever be a buyer. Those people still have value. What you are doing is going to be valuable to them or to your business because you can still have those people be aware that use them. When and if the time comes that they need what you offer, what you sell, as well as if they know someone that does, that is an opportunity. Just because everybody that follows you is an actively buying it doesn't mean they will not be of value. They may be more of an influencer. In terms of actually translating your followers or content into cells, it depends on the type of business you offer. If you are digital business, for example an e-commerce channel, you can use things like tracking hubs in your link that drive to your website to help measure and track which platforms or the post level, which post are creating the traffic and driving that conversion to your website. You can even use ads on platforms like Instagram, it's not very link heavy the only links are in the bio profile, or actual ads. You can use those ad features to create that link between the post and your website or whatever it is they can purchase from you. If you don't have an online store, you want to maybe set up some code words that people should mention. That can also help you track that visibility or how many people are actually coming in making a purchase from you. Just to give you a frame of reference, a lot of times print marketing, if we get a response rate on the number of people who see the marketing message, that actually come and make a purchase. For every hundred people of 1% comes and buys that is considered good. If you're able to achieve more than that, that is doing fantastic.

Okay. The next question is from Edward asking what advice do you have if Google My Business categories are not a good match for your business .

I hear you on that one. I experience that firsthand. We just have to live with what they have. At Deluxe we offer a lot of different products and services so we often struggle as a larger organization with the categories. The best advice I can give is trying to find the one that's the best fit. And sits in the minds of the customer. You might grab a customer and say on this list what would you use to describe us. It might help you understand how they would look for your business. In the second piece of advice, make sure you use the about us section to make sure you tell your story. You can do it in your own words, and the words of your customers they would recognize. That is the best place if you are limited by what your selection options are to tell your story using additional free-form spaces.

Okay, next question from Becky. She says she has an online business with primarily twentysomething age group customers. Who tend to use Instagram and Twitter more than Facebook. Is she still need a Facebook page?

That is a great question. I would say yes . my recommendation is to still have a Facebook page. You don't have to have it as frequently maintained as maybe the other channels. Instagram actually Facebook owns Instagram and there's a lot of features that continue to intertwine more and more. By managing your Facebook page alongside Instagram, you can actually still harness the power of the local features . Also make sure you are ready for when Facebook starts to intertwine further. I would say Facebook is a must-have. Especially if you have young twentysomethings, there will be additional features that will come out around the corner with things that will really require that Facebook presence as well. I would definitely say yes. A lot of business owners will sometimes link the Instagram and Facebook account, so if they start by publishing things on Instagram,

it will auto publish to the Facebook. That can be assigned, time savings , to maintain the Instagram and your Facebook gets life breathed into it as well.

Okay, a question from Lauren. Is having a Facebook page better than a website ?

That is a good question. We get that a lot. You absolutely want both. When it comes to being discovered, and your customers, people expect like they expect the front door if it's physical, they expect you to have a website . I would say absolutely make sure you have a website, that is the foundation. But helping your business be found, especially people searching, you want to have the Facebook and the Google My Business page, to be those additional places to showcase who it is you are. You can use the same type of content on both. Your hours or in fact you want to make sure your name and hours are consistent because if they are not it can hurt you when Google is searching trying to bring up relevant results . Make sure you have those and make sure they are consistent. That is the Trinity of the things you definitely want to have to make sure your business looks legitimate , looks real, looks professional, and people can actually find and choose you.

We are right at the close of the hour. Do you have a hard stop or do you have maybe five minutes for more questions?

I am happy to take more questions .

Sounds good. Let's go ahead and we will spend about five more minutes to see some really great questions. As a reminder if we don't get a chance to address your question, please reach out to your SCORE webinar score mentor. We are setting, sending the deck with the information to Deluxe and you can reach out there also. The next question, if you put prices on social media?

A great question. I would say it depends on you and your business. If your price is something that is pretty transparent, or that is part of your competitive advantage, I would say absolutely. Put ranges if you're not comfortable with the specific price identifier . When it comes to search and the shopping engines, like if you're talking retail, things you can purchase online, search engines look for that price. They will surface your item when people are searching for that particular thing. And only if you have a price. But for example if you do more consulting work or you are a premium price, you charge more than other people, that's when you might want to shift your narrative of what you are talking about and how you tell your story. Instead of talking just about price, talk about the value you provide. What it is people will experience, not just what they pay. It can be a benefit but also a detractor . It depends on your specific business . Again remember people don't buy bells and whistles, they buy with the bell and the whistle will do for them. When you put your marketing content together whether on social, your website, or as you are talking to people, make sure you showcase what it is they will get to what they will benefit, that will always be more important than the price or what other competitors offer. What it is you uniquely can offer. >> Okay, next question from Sarah asking if you can advise on the best way to use social media to get attention. If your customers would actually the other businesses . Sarah says she is looking at a future business clients.

For a staffing company and for other professional services where you're trying to attract another business, especially if it's a larger organization, the number one thing I have seen work is to share your expertise. Become a curator of content. A curator is someone who keeps an eye out for things that your partner, the person in your company, the HR person is going to find value in. Surveys, industry reports, things every recruiter should know about interviewing candidates. Finding that content or produce it yourself if you can and use your social profile to publish that type of information . if you can help that person do their job better or be more informed, or to find information that would be helpful, that is the best use of your social profile to make sure that you are providing them the thing that will make them more successful. I would say a lot of people in professional services, even from marketing and social media standpoint, those are the people I follow . As I am looking out there I can find information quicker, find what I need by following and reading their content. A great way to get your name out there and to show the value and expertise you offer.

Okay, we have had several questions come in around hashtags. Folks wanting to know how to identify the most relevant, to come up with their own, what are the ideal platforms to use them.

I went through that section quickly . You can create your own, anyone can . it literally is you just put hashtag in a string of words or characters with no spaces. Most platforms, Facebook, LinkedIn, Pinterest Instagram and twitter if you do that they automatically see the signal of the hashtag, the symbol, and they know it is a hashtag and they automatically pipeline it did you can create your own. The branding is a perfect example of wanting to create your own. A lot of times twitter will create it, if you have a local farmers market or a job fair, often times the organizers of those will create a hashtag specific to people using that event. It is as simple as clicking on the hashtag, or going and putting the hashtag into the search bar, like you would search for a profile or friend, or other information . On that individual platform you can search for the hashtag and see what pops up, what is being shown. Do it on each and every channel because they only look at their own. You can do that and start to see what people are sharing. Also think about other businesses like yours that are out there on these platforms. If you know of another interior designer say , and you know they are good at what they do, look at what hashtags they are using . see what kinds of things they used to describe it. Imitation is the best flattery. Creating that shared experience around what is important in the type of business you have.

Okay, let's take a couple of last questions. We have had several questions come in around validating your business. Whether that be on Google or Facebook. Can you go into that in a little more detail?

Actually, this is one that continues to evolve. If you have a business page you can go into the settings. I will apologize, this is when I am in person in the seminars, depending on what device you are on, and iPhone versus an android, or if you're on your desktop computer, the process is different. Sometimes the platform changes a little. I will speak to it as best I can , but if you cannot find it in the admin settings for your page, I would go into the help section for the platform. Facebook help or Google help. And just search , validate my local business, or my business page. It will bring up the actual support page and it will give you the step-by-step instructions for how to actually validate your page. Most of the time, on Google My Business it is pretty simple did they make it easy where you can dial a phone number and answer a Robo call. Or they can actually, you can put in your address and they can mail you a postcard with a specific code. That is one of the steps in the validation process. Each platform is a little different in what they look for. Facebook has continued to change what they look for . so I apologize, I don't have the exact specifics. But go out there and if you can't find it in your search, help section should have the actual steps. >> Okay and one last question before we close for today, this is around reviews. What is your best advice on how to generate , and manage those reviews ?

Very similar. The number one thing I can stresses don't think about social media is a separate thing you do for your business. Think about how you build relationships in person. How do you help other people find out about your business ? Do you ask your friends, do you tell them I am now a business. If you know of somebody that could use XYZ service, would you mind sending them my way. That behavior is the same, whether in person or online . reach out to your friends and family. To your customers. There is a fantastic business in Florence Oregon that every time they ran a B&B on the river, and when visitors came to check out, they would ask how was your Saturday, how was your stay . they would pick up a business card and handed to them. It had a link to all of the URLs for their social platforms . saying I am asking that you share your experience. You can do the same thing. You can incentivize that.

Have him drop a business card into a fishbowl, you can do the same thing with ratings and reviews. Take that connected experience to get the behavior started, and if you're in a local community or have a downtown business Association or chamber, I give the small businesses homework and say each week go out and write a recommendation for one business in your local community. It doesn't have to be a dissertation, it's just my favorite dish here is X. Or I think they are fantastic at Y. Those are the things people care about. That people are validating or vouching that the business is real and it does provide something of value. Support the community and if you do it one at a time, and you multiply that time how many people, how many businesses in your community you will start to see more and more reviews. Just become part of your culture. I highly recommend

instigating, connecting with your local business and creating that behavior of helping each other out. Encouraging or incentivizing , or rewording people , rewarding people if you're struggling.

Those are all the questions we have time for today. I want to thank you for submitting your questions . We really appreciate your engagement. I wish we could address them all in the life rhodamine are, the live webinar setting. But you can connect with your SCORE mentor , we can assist you further with your business needs. As a reminder we will be sending out a link to this recording as well as the presentation slide deck, the slide deck does contain the Deluxe contact information as well, if you would like to reach out there for further assistance. On behalf of SCORE and Deluxe Corporation, thank you all for attending today . I would like to give a very big thank you to Katie Cerney for presenting with us as well, thank you so much for being here today .

It has been an honor, thank you.

We hope you can sign up and join us for the next SCORE live webinar , next Tuesday August 27, in the year in good legal standing . The session will explain some compliance requirements and other necessary legal to dues to take care of before 2019 comes to a close .

Thanks again everyone and we look forward to seeing you next time. Take care.

[Event concluded]