

IMG

Internet Marketing Guide
Marketing Advice For Local Businesses

HOW TO USE THE BIG 3

Social Media sites in
your business

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To Get More
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The New Best
Friend For
Your Business**

**Facebook
Marketing
Made Easy**

Discover how to make
perfect Facebook posts



Welcome to IMG

My name is Fred Gillen and I am your host while you read the content of this magazine. I have been involved in IT for more years than I care to remember and my goal is to share some of the knowledge I've gained over those years with you.

Nitty Gritty Business is a consulting service owned and operated by myself from Melbourne, Australia. We specialising in assisting local businesses with all their On-Line marketing requirements.

We offer website appraisals and advice on how to optimise your website to meet search engine requirements. Initial consultations are FREE and come with no obligation.

We can assist with your Video and Social Media marketing, from giving you the tools and advice on how to do it yourself (DYI) or creating a unique package to suit your particular needs.



Welcome to a bumper special edition showing you how to make the most of social media and in particular, the big 3: Facebook, Twitter and Pinterest.

You will find nearly all of your existing customers are already on these social media platforms and there are potentially millions of brand new customers who would love to discover what you have to offer.

You can run very successful marketing campaigns from your mobile or tablet. They will outperform any traditional marketing that you currently do...and best of all, they are free.

As always we are available to give you advice so please don't hesitate to contact us.

Regards

Fred Gillen

The IMG is brought to you by
www.NittyGrittyBusiness.com

Contact us today to find out how we can help drive more traffic to your business. Visit our website, or click on any of the Social Media links

C O N T E N T S

Twitter, Facebook, Pinterest - The Big 3 of the Social media world.

We show you how you can get the most out of each one to increase your engagement with people and inspire them to purchase your products and services

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Create The Perfect Facebook Post That Your Fans Will Want To Read And Share

As a business, if you are not sharing content about your business on Facebook then you are missing a huge opportunity. With more than 1 billion active users it is the leading platform for brands and companies to connect with consumers.

Now we are not saying that over 1 billion people are going to read your Facebook page but the fact is, the customers (and thousands of other consumers) who would be interested in your product or services are actively participating on Facebook. So increase fan engagement! Reaching out to even a small fraction of those 1 billion users means your business needs to post content fans want to read and share.

Here, we share our essential tips for writing the perfect Facebook posts that grab people's attention and get you noticed:

Keep it short and to the point

**LET'S
KEEP IT
> SHORT <**

Remember, for most people Facebook is a fun place. They don't go there to read long posts. They scan Facebook for things that interest them.

Aim to write posts about 225 characters long. Why? Because surveys have shown if the post

is any longer, fans don't engage with it, and since most people view Facebook on their mobiles, they find it harder to read long posts.

With that in mind, you don't want to go to the other extreme and make your posts too short. Again, really short posts receive less engagement because there isn't enough information to provide any real insight or value to the person reading it.

The key to writing a well balanced post is to get straight to the point. Don't add any unnecessary filler or fluff. Since you are only going to write about 225 words, make them count. Try to include at least one main point or one tip within your status update that will be useful and interesting to your fans.

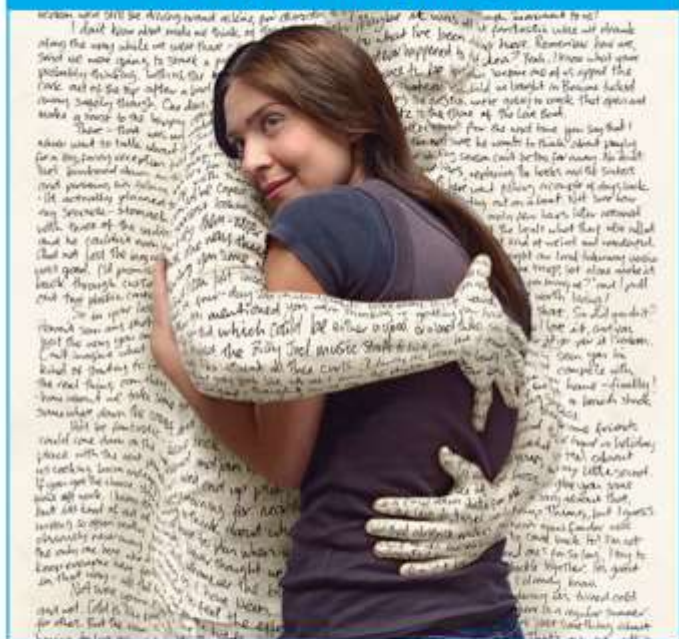
Ask Questions



Reports show that your fans are much more likely to comment on a post that asks a question.

You will find some examples of compelling questions that your fans won't be able to resist to answer over the page - **SEE BOX ON PAGE 6**

Use eye-catching images



Interesting photos and graphics always ensure a great response on Facebook. Statistically, posts with good pictures get much more engagement than those without. Images also give you a much higher Edgerank status, which is Facebook's algorithm, and it decides what appears at the top of its newsfeed.

When you post a picture make sure that it is just as eye-catching and interesting in a smaller version as most people will see a reduced size in their news feed or on their mobile. If it takes too much effort to work out what the image is people will just ignore it.

Add value to your posts

People on Facebook decide to become your fans and follow you because they want to know more about you and your business. If you can provide value and interest to your posts then they will become loyal lifelong customers.

You can do this in various ways: **SEE BOX OPPOSITE**



How To Add Value To Your Facebook Posts

Share content

Link to articles and sites you think that your fans will be interested in that relate to your business, product or service.

Add quotes

Quotes are always popular and are never fail to attract likes from fans. There are many sources where you can find good, inspirational quotes. A quote that received a lot of likes for us was from George Elliot: "It's never too late to become what you might have been".

Statistics and data

Statistics and data can be informative and engaging but can also be incredibly boring. By turning this information into something like an infographic (Google 'infographic' or visit Pinterest for great examples) or video, you will get a lot of likes, shares and comments

Advice

People continually want to learn more, particularly about topics they are interested in, so the more advice you give them, the better.

Entertain them

Business doesn't have to be serious all of the time. Facebook is a happy place so make your fans laugh and smile. If you have a funny joke (remember to think about your target audience), story or anything that can make people pass the time for a few minutes, add it to your Facebook page.

News

If there is anything newsworthy out there relating to your business then share it with your fans.

Here are some examples of compelling questions that your fans won't be able to resist to answer:

The short and direct question:

What is your favorite _____ ?

Or

What would you do if you won the lottery today?

The choice of questions you can ask is unlimited so ask away and see how people respond.

Either/or questions

Again this is a simple question where you give your fans two options to ask which one they would prefer.

Would you rather _____ or _____ ?

Example: Would you rather have a Lamborghini or a Ferrari?

Yes/No Questions

This is similar to the either/or question but this time your fans need to answer yes or no.

Do you think that _____ will win the game tomorrow? Yes or no?

Do you think that this seasons Mad Men is as good as last seasons?

Decide whether you want to prompt your fans by asking the "yes or no" question at the end so they know what kind of response you are expecting from them. If they know you are only expecting a one-word answer, they will be far more likely to answer you.

Photo Questions

Our fans respond really well to these. You simply post an image of something then ask a question about it. It can be something as simple as posting a new item of stock or the results of a job you just completed and asking, "What do you think of this?"

For example, if you have attended a conference or trade show, post an aerial shot of the event and ask if your fans can spot you or your stand at the event.

Drop hints (e.g. Hint: I am wearing a blue and white striped polo shirt or, Hint: we had



an orange banner). It makes your fans' task of answering the question easier. But still remember to keep it short.

Did you know? Questions

This is a particularly effective way to delivering information about your products and services.

Example: did you know we offer _____ ?

Did you know all our products are 100% organic?

While it is a great way to bring attention to your products or services you should never over-do this type of question.

Survey questions

This can be a very powerful question to ask your fans. Not only will it encourage engagement it will give you vital information on how you can help them even more than you do already.

For example:

What is the one thing you hate about _____ ?

Are you trying to lose weight? What is the biggest obstacle you face?

All of these examples have something in common which is the key to their success: They are short and they are easy to answer. This will encourage more participation from your fans and get people talking about your business.

Variety is the spice of life



Don't use images and links in every post. Vary the content. By mixing it up and posting a variety of links, videos, polls, questions, text-only updates and quotes, you not only keep your fans entertained but engaged as well. As well as posts relating to your business and services throw in some fun, personal or current event posts in there too.

it and it won't get many likes.

Don't post too often



Posting too often on your profile or fan page means people won't get a chance to read them all. By posting just once or twice per day, you will be guaranteed a much higher engagement.

Get your timing right



There is a lot of debate about when is the best time to make your posts. There are lots of reports and statistics dedicated to this subject. Some experts say that weekends are best, others say posting at 1pm during lunch breaks is the perfect time. With experience you will find out what times are best for your fans.

The point is, if you post a status update when none of your fans are online your posts won't get any love or attention. Nobody is going to see

Respond to your fans



Remember Facebook is a social media site so it is vital you respond and interact with your fans.

If somebody asks you a question about your product or service make sure you answer them. If a fan says it would be great to see a photo of what you are selling, give it to them. Say something like "you asked for it, so here it is!" Acknowledgement is really important and will make your fans feel special. Acknowledging

them is not only the polite thing to do but the interaction can take your business to a brand new level.

Tell your fans what to do



"WE LOVE TO HEAR WHAT YOU HAVE TO SAY. LEAVE US YOUR COMMENTS BELOW"

Your fans are loyal and will follow your instructions. The simpler the instructions the better. If you want your fans to share, comment, like or tell you something, just ask. You will be surprised how many will respond.

Take a look around Facebook and you will see that posts with the most likes and comments are all the ones where the page owner has asked for them. Tell users what you want and your Facebook page will grow – and so will your business.

Target your posts



If you are targeting a specific country, language or audience then make sure that your post is relevant and specific for them.

Keep in mind that your Facebook page is not trying to reach all 1 billion users. You need to have a specific user in mind and target your posts directly to them. Trying to reach everybody will dilute your message and you won't build up a loyal fan base.

Creating a persona of your ideal customer will help you to do this.

Once you have an idea of your perfect customer, ask questions and create posts with that persona in mind. Start by discussing topics your audience will love.



Imagine you are speaking directly to one person and not to a group, because even though you are speaking to an entire network of people, only one person at a time reads your words.

Talk directly to them by using personal pronouns (e.g. "I created this report for you" or "would you like to see a photograph of my dog") and speak in a relaxed, informal and friendly tone.

Hopefully these ideas will help to breathe new life into your Facebook page. If you start applying these strategies to your Facebook campaign you will soon see you are getting a lot more Facebook traffic and friends and you will have increased your fans engagement with you and your business.

Not only will your status updates will spread and more people will learn more about you and your company but your traffic will increase too.

Is Social Media Just One Big Puzzle To You?

Social Media Is Here To Stay

It's where all of your customers are, and your business needs to be actively involved in their conversations.



We will send you brand new leads and build brand loyalty



We will build you a strong online presence on sites like Facebook, Twitter, LinkedIn, Pinterest and others



We do all of the work for you while you focus on running your business



We will generate huge profits for your business



We will turn fans into customers



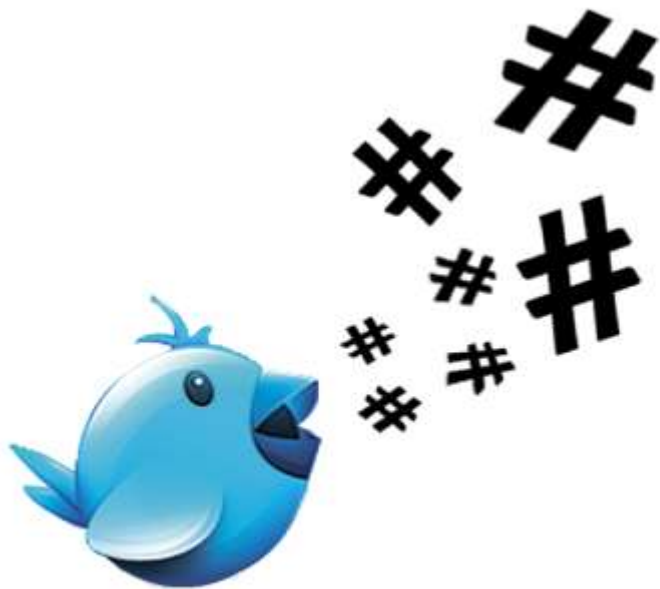
We will get your business noticed



Call Us: 1300 577 971

Or visit us at www.NittyGrittyBusiness.com





How to Use #Hashtags on Twitter



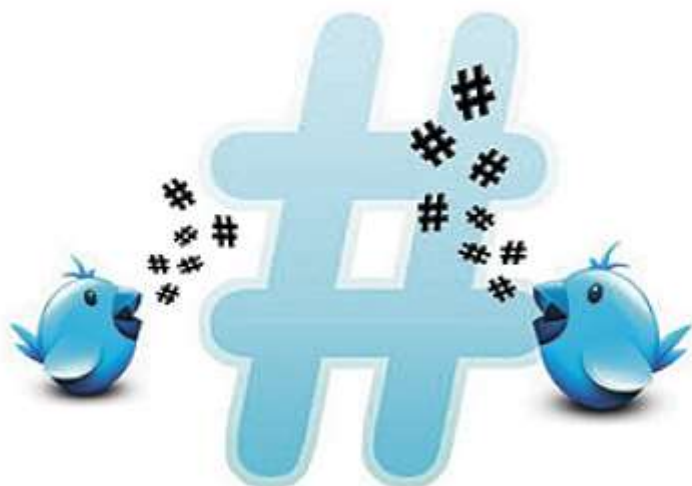
Meet the hashtag “#”

It doesn't look like much, but if you use Twitter and haven't mastered the hashtag yet, it is soon going to be your new best friend.

Let's face it: If you are new to Twitter or don't use it very often, it can be very overwhelming. It's hard to wade your way through thousands of irrelevant tweets to find the interesting little gems.

The humble hashtag transforms your tweeting experience. It helps you easily find what you are looking for, as well as being able to help you get your message out there to the right people.

So let's start from the beginning and show you how it works:



What is a hashtag?

Even if you have never been on Twitter before, you are probably already aware of hashtags without even knowing it.

You may have noticed the trend for seeing a certain word or phrase with the hashtag symbol, “#” just before it.

For example, if you are watching a TV program, such as the X Factor or the Super Bowl, during the links they will display the words, #xfactor or #superbowl.

Sports presenters and chat show hosts alike will tell people a specific hashtag address if they want to learn more about, or get involved in, certain topical stories. Magazines, newspapers, even music songs feature the hashtag. It has now become part of our cultural psyche.

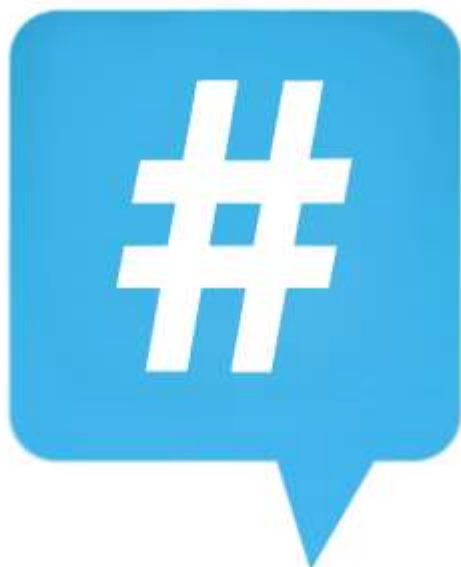
The hashtag comes alive once you go on Twitter. When you see a post with the hashtag you will find that hashtag is clickable. Clicking on the hashtag will bring you up a page listing all of the recent tweets featuring that specific hashtag.

So now you know what it is, let us show you how you can use the hashtag for your business.

Find relevant people to follow

Hashtags are an excellent way to look for people who have similar interests to you. So for example, if you were watching the Super bowl and want to see what other people were saying about the game you could easily find out by using the #superbowl hashtag.

Now imagine how you can use this in your business. If somebody is using a hashtag that you are interested in, then the chances are they would be a good person to follow. So look out for hashtags that are relevant to your business or target audience. This makes it very easy to find key people in your industry, as these are the ones who will be regularly tweeting people using these hashtags.



Make your company easy to find

You can make your company simple to find by using hashtags, as they will allow relevant people to find you easily. Hashtags will not only help you to be discovered but as you begin to tweet more often they can be a great way to categorize your tweets into different areas.

So if you are a large business with different divisions, or your business happens to cover a range of products or services, you will be able to segregate your tweets by using

hashtags relevant to the specific areas you want to highlight. This will help you to target your tweets to the right people and make it easier for them to not only find your tweets but to follow and engage with you also.



Join in the conversation

As hashtags group together all the tweets with a common theme, you can effortlessly seek out the hashtags that focus on your particular niche or service. Once you find them, join in the conversations that are already happening on Twitter and share your expertise. These conversations give you a ready-made platform to showcase your knowledge and help make you an authority on the subject, meaning more people will be inclined to buy from you or use your services.

Get people talking

Don't rely on joining in other people's conversations. Take the initiative and start a discussion off yourself. This is a useful way to drive engagement with your company.

Encourage people to interact with you on various topics or ask for their opinions. For extra interaction don't forget to promote your hashtag by adding it to your social

media bios, your website and your marketing material. After all, it is pointless to have a hashtag if nobody sees it.

Use hashtags to promote events

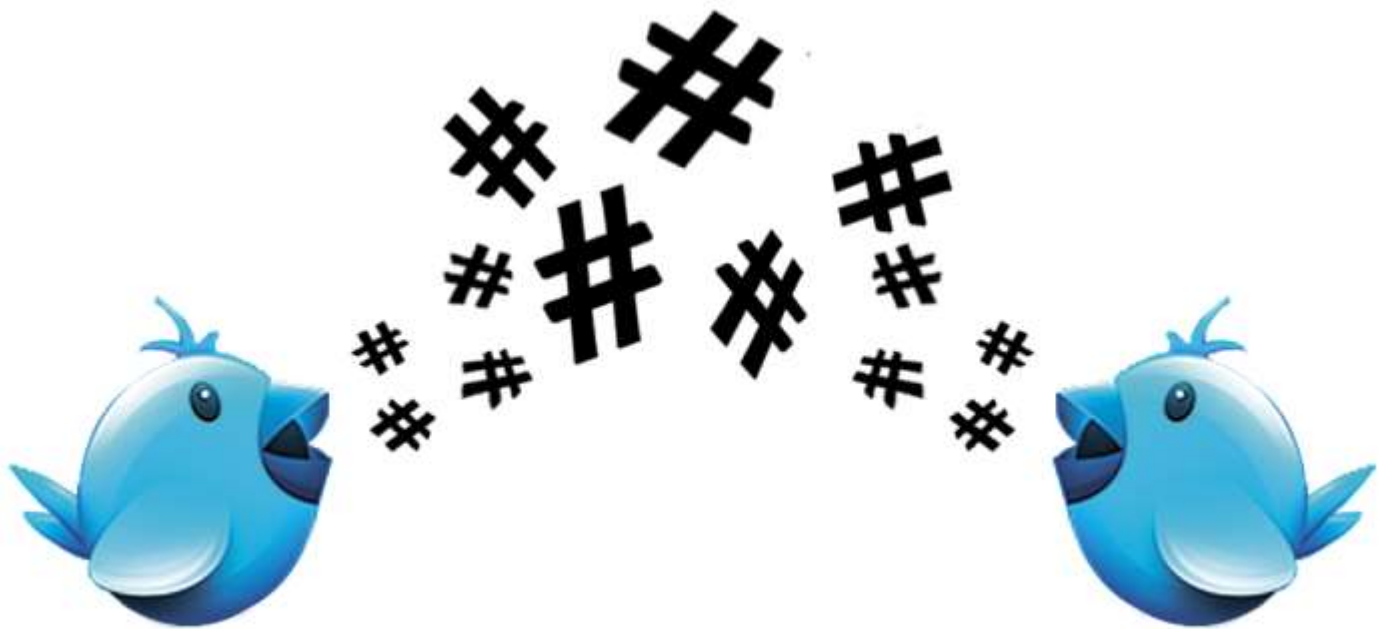
Hashtags are unbelievably useful for spreading the word if you are promoting an event. Not only that, but you can create a buzz and boost interaction with attendees during the event.

We have even seen some promoters add their

hashtags to promotional items which is a brilliant idea, but don't stop it there.

At the event, feature your hashtags prominently on your pop up stands and media displays. Why? Because this could encourage attendees to tweet about the event, upload photos and comment on the presentations etc.

All of this activity can really help to boost interest in your event on social media. If it happens to be a regular event, it could increase attendance at your future events.



Hashtag Reminders

Keep your hashtags short and sweet!

Long hashtags can be difficult to read and eat up precious characters in Twitter's small 140 character limit.

Another potential pitfall of extended hashtags is, the longer they get, the more susceptible they become to being misspelled when people are typing them out. Not only will this dilute the power of your hashtag but your message will get lost in the Twittersphere.

Don't go hashtag crazy. You don't need to use a hashtag on every tweet, but if you do use a hashtag, limit them to one or two in any single tweet.

The whole point is to focus your content on one or two key subjects, so using too many hashtags in one tweet means you will be joining too many conversations. Not only does it make it hard to monitor, it will also make your tweet difficult to read.

What Every Business Needs To Know About Twitter #Hashtags



What is a hashtag?

The # symbol (called a hashtag) is used to mark keywords or topics within a Tweet. Hash tagging was created by Twitter users to help categorize messages and make them easier to find.

Why you should use hashtags...

1. Hashtags are keywords to help you to find your target audience
2. Hashtags let you spread your message quickly by allowing you to easily send droves of new people to your content
3. Hashtags give you the opportunity to join other conversations based on products and services

Tweets that use hashtags receive 2 times more engagement than those without



You will get a 21% higher engagement rate on average when tweets include up to 2 hashtags.

Users are much more likely to buy from brands they follow so it makes sense to use hashtags.

You will get a 17% **DECREASE** in engagement if you add more than two hashtags to any one Tweet.





Pinterest has fast become a force to be reckoned with in the world of social media, and its influence is still growing, not just in bringing products to the attention of consumers in a visual marketplace but in resulting sales.

According to Wishpond, referrals that come from Pinterest spend a staggering 70% MORE than referrals from any other social media. Added to that, ComScore reports that Pinterest buyers "spend more money, more often and on more items than any of the other top 5 social media sites".

That adds up to some pretty strong motivation for you to be part of this social media community.

Why does Pinterest have that effect? People are essentially visually stimulated to buy. We

like to see how something looks, whether that's how it will look in our home or while it's being worn, how it works and how we can use it.

More than that, we like to know the things we like are things other people find appealing and attractive, and by seeing what others are looking at, we can spot the latest trends, and see what is going to be the next big thing to do/wear/drive/watch/use in our lives.

Pinterest is perfectly designed to fill all those needs, and as a small business owner, you can take advantage of what is essentially a HUGE selections of people's 'Wishlists' to generate the desire in consumers for your products.

Here is a guide on how to sign up for, and get the most out of, a Pinterest Business account.

DRIVE MORE
TRAFFIC TO
YOUR WEBSITE

PIN TO
INSPIRE
SALES










PINNING DOWN MORE SALES WITH PINTEREST










INCREASE
YOUR SEO
POWER

CREATE VISUAL
INTEREST IN
YOUR BRAND

How to start and set up a Pinterest Business account using our essential checklist

ACTION	HELPFUL TIP
<p>📌 Go to http://business.pinterest.com and click on the 'Join as a business' button</p>	<p><i>Business accounts have more tools available and there are other benefits which are outlined later in this article)</i></p>
<p>📌 Choose to set up a business account or convert your current personal account over into a business account</p>	
<p>📌 Select a Username. This is a unique name between 3 and 15 characters in length that appears at the end of your personal Pinterest URL (http://www.pinterest.com/USERNAME)</p>	<p><i>Try to include Keywords that link in to your business. This will help optimize your position in Search Engines results</i></p>
<p>📌 Fill out ALL the profile information</p> <ul style="list-style-type: none">- Basic Information section- Email notification	
<p>📌 Link up to all your other Social Media networks (Facebook, Twitter, etc)</p>	

ACTION	HELPFUL TIP
<p> Add profile picture for your Pinterest Home page</p>	<p><i>Profile images on Pinterest are square. Pinterest chooses the centre square of any image regardless of the content. So if you use a portrait picture as a head shot, you may find only part of your face is visible in the Pinterest profile, so try to crop your image down into a square format before you upload it. Remember this is your BUSINESS Pinterest. While you pin images that are fun, your profile image should be professional, so use either your company logo or a decent headshot</i></p>
<p> Add a Profile name</p>	
<p> Complete the 'About Description' section</p>	<p><i>You only have 200 characters, but make sure to include Keywords that relate to your business to maximize your SEO opportunities</i></p>
<p> Install the 'Pin It' button onto your bookmark toolbar</p>	
VERIFICATION	
<p> Email</p> <p> Website</p>	<p><i>It is important that you verify this in order to be able to use Pinterest</i></p> <p><i>Pinterest allows business users to have their website address in their public profile. Verifies websites have a red check mark which tells others that your site is safe to visit. This immediately builds confidence in you.</i></p>
CREATE YOUR BOARDS	
<p> Click on 'Create A Board'</p>	
<p> Name your Board</p>	<p><i>To maximize your Pinterest appeal to others, name your boards with interesting, appealing titles and have a good mix of business and social boards. Good social boards to create include Inspiration, Cute, Travel, Pets, Themed Holiday Boards (Christmas, Easter etc), Food, Tutorials, Tips & Tricks, as well as creating boards to showcase some of your own products, services, professional tips and customer help</i></p>
<p> Fill in the 'Board Description'</p>	<p><i>Remember to research and use keywords here too as this description is also searchable</i></p>

ACTION	HELPFUL TIP
<p> Put the board in a category</p>	<p><i>Once you put your board in a category, it will become visible to people who are not followers of you when they are browsing through that particular category. Otherwise you will limit the amount of people who see your images to those people who are a follower of either you or your board</i></p>
<p> Choose to make your board secret or public</p>	<p><i>Secret boards are only visible to people you invite and are not searchable. You can make a Secret board public but you cannot make a public board Secret</i></p>
<p> Initially, create a minimum of 5 boards with a good range of varied themes, and at least 5 - 10 images per board but add more if you can</p>	
ADDING IMAGES - 'PINNING'	
<p> If possible, look to add between 5 - 10 images per day. Not only will this keep your profile fresh and current, it will offer incentives for your fans and followers to keep revisiting you, especially if your content is entertaining and informative.</p>	<p><i>There are websites like PinGraphy.com that offer a paid services which in return allows you to schedule and pin images automatically at chosen days and times, which means you only have to upload in one bulk lot and the system takes care of the rest automatically</i></p>
<p>Add images (known as 'PINS') to each boards from various sources:</p> <p>PIN AN IMAGE FROM PINTEREST SEARCH</p> <p> Click 'Pin It'</p> <p> Choose one of your boards from the 'Board' dropdown</p> <p> Add a description in the information box</p> <p> Click red 'Pin It' button</p> <p>FROM INSIDE YOUR PINTEREST BOARD</p> <p> Click 'Add A Pin' placeholder</p>	<p><i>Remember to use keywords here too as this description is also searchable</i></p>

ACTION

- 📌 Choose to add an image from your computer, from a website or from Pinterest
- 📌 Select board to pin image to from dropdown
- 📌 Click red 'Pin It' button

FROM AN ONLINE SOURCE

- 📌 Find an image you wish to pin
- 📌 Click the Pin It button you installed on your Bookmark toolbar
- 📌 Select the image
- 📌 Click the Pin It button that appears inside the image when you hover over it
- 📌 Choose the board to pin it to from the dropdown
- 📌 Add a description
- 📌 Click Pin It

HELPFUL TIP

When pinning your own image from your computer/device, make sure the file name has been customized to a snappy title, because on Pinterest, the file name becomes your image

When pinning an image to one of your business-related boards, always remember to take full advantage of keywording the description box and title

Remember to use keywords here too as this description is also searchable

FINDING IMAGES TO PIN

- 📌 Pin images from a wide range of sources
- 📌 Don't be afraid to jump on the bandwagon and repin a really popular or trending image
- 📌 Search out images that have been repinned a lot of times and repin a number of these at regular intervals to your own boards
- 📌 Look for images that are out of the ordinary, astonishing, unique or funny. These are the pins that tend to go viral

When looking to connect with as many people as possible, having popular images to attract people's attention is a good tactic to use

Everytime someone repins an image, the board it comes from is shown to the re-pinner, as well as being given the option of following the board or the Pinterest profile. This opens your business profile up to many more people, and the more repins you get, the more people who will visit your Pinterest profile or website

ACTION	HELPFUL TIP
<p>📌 Search and pin images from trending topics to add interest to your overall profile and to keep your content fresh</p>	
<p>📌 Keep in touch with other Social media sites to see what people are interested in</p>	
<p>📌 Pin a range of your own products and services images, along with useful Infographics of helpful tips, guidance and 'How-To' information</p>	
<p>📌 Search on Pinterest for images around the theme of the board you wish to pin to</p>	<p><i>Enter your theme keywords into the 'Search' box at the top of the Pinterest page. This will give you a starting point to begin exploring</i></p>
<p>📌 Search online for interesting and attention-grabbing images</p>	<p><i>Online newspapers and magazines often have special 'The Top 10' features, which could be things like the top 10 places to visit, top 5 romantic gifts, 7 worst car parking examples, etc. These are ready-made image stores, but only pin one or two examples</i></p>
BUILD UP PINTEREST TRAFFIC	
<p>📌 Add Keywords to:</p> <ul style="list-style-type: none"> • Your User name • Your 'About' Profile section • Board Names • Board descriptions • Image File Names • Image descriptions 	
<p>📌 Add links to the captions and information of your Pinterest posts</p>	<p><i>These links remain live, no matter how many times the image is repinned, so they will all lead back to your site</i></p>
<p>📌 Edit uploaded images to include a link in your pin</p>	
<p>📌 Use a contest to increase engagement, such as a 'Pin It to Win It' game</p>	
<p>📌 Link your Pinterest to your other Social Media accounts</p>	

ACTION

HELPFUL TIP

- 📌 Link your Pinterest to your other Social Media accounts

- 📌 Add the 'Follow me on Pinterest' button to your Facebook and Twitter accounts

It makes it easier to share pins between Social media sites

- 📌 Add the Pinterest tab to your Facebook page

You can use the Facebook Developer Application to do this or you can go to www.woobox.com and get a free app there

- 📌 Add a 'Pin It' button on to your website

- 📌 Invite friends via email, Facebook, Twitter, or search Pinterest

- 📌 Follow other Pinterest boards or users that have high numbers of followers






- 📌 Follow back those who have repinned one of your images or who are following you

- 📌 Don't just pin or repin content. Be a polite user and a contributor to the social fabric of Pinterest by using the 'Like', 'Comment' and 'Share' features too, as well as thanking those who repin from your board.

- 📌 Tweet or share on Facebook some special or interesting images

Monitor Your Stats!

- 📌 Use Google Analytics and Pinterest Analytics to scrutinize your Pinterest performance. Find out useful facts like:
 - which days and times bring you the biggest results when you pin images
 - which boards have the most followers then pin to these boards more often

ACTION	HELPFUL TIP
MAXIMIZE VISUAL INTEREST	
<p> Place your best, popular and business-related boards in the center page, both at the top and middle of the page</p>	<p><i>A study by Mashable gave a valuable insight into how people peruse the boards of an individual Pinterest user. Most people will tend to focus on the center of the screen, so they start top center and move their eyes straight down the middle of the page and boards here get the most views</i></p>
<p> Choose the most engaging image from your board pins for the cover of each board</p>	<p><i>Create the best first impression for someone visiting your profile by using the most interesting, visually engaging image from each board to make an attractive overview of your profile</i></p>
<p> Ensure all your important boards are positioned above the fold (the top part of any page when viewed on screen)</p>	
<p> Change the Board cover images and image arrangement at regular monthly intervals to keep your profile looking fresh</p>	
<p> Make sure to position any seasonal boards you may have in the top row</p>	

By creating a well run Pinterest business account, you will massively increase the number of new sales opportunities for your business, as well as strengthening the relationship you have with many potential customers.

The visual nature of Pinterest has given it a proven track record of inspiring a viewer to progress to becoming a purchaser.

By getting involved on Pinterest, your business can take advantage of this which will bring you more traffic to your website and more sales.

The time spent doing this is well worth it. The rewards to your company are huge, but we know many business owners have their hands full running their businesses on a day-to-day basis, or find the whole process very daunting.

We can help you make the most of Pinterest.

Our knowledge of social media marketing can help you take full advantage of Pinterest.

We would love to hear from you, so we can show you all the ways we can help grow your business.

Use Pinterest to Inspire Viewers To Become Buyers

Pinterest is a Social Media site that allows you to build virtual Pinboards to share with others. Fill your boards with pictures you love or that inspire you.

Images can be pinned to boards from almost anywhere - other people's Pinterest boards, websites, newspaper stories,

photosites like FLICKR - but don't neglect to add pictures of your own.

Use images as bait to drive traffic to your sales sites and get some inspired sales of your own. Take a look at this example to show you how.



We Will Send Highly Targeted, Fresh Traffic to Your Website and Dramatically Increase Your Sales

Better Search Ranking = More Traffic = More Business



Search Engine Optimization

We will optimise your site so that it will be discovered by the search engines and drive new customers to your site.



Social Media Marketing

Your customers all use Facebook, Twitter and Google+. You should too. We will do it all for you and give your business credibility and attract new, targeted customers



Video Optimization

The search engines love videos and so do your customers. It is one of the most effective ways to attract new clients



Local Search Optimization

Get a distinct advantage over your competitors by being listed and found in all of the local maps in the search engines



Mobile Marketing

More people own a mobile phone than a toothbrush. We will make sure that your website is mobile phone ready and looks great when they find you



www.NittyGrittyBusiness.com

Sending targeted buyers to your website.....fast!

14 Easy Ways To Improve Your Website Today

Many of the clients we speak to have spent huge amounts of money on their websites but are unhappy with the results. The majority don't do anything about it as they think it is going to incur more huge expenses and make the assumption that having a better website actually means having to start creating a brand new website from scratch.

In some cases that might be true but from our experience just a couple of tweaks here and there are enough to make the difference between a site making sales or not.

Here are some of our favorite quick fixes which have converted non-performing websites into 24-hour sales machines:

1) Have a call to action on every page

Every single page on your website needs to be working for you by making every visitor take some sort of action.

For example you might want them to give you a call, or click the 'buy' button, watch a video or leave a comment.

Whatever it is, make sure you tell them what it is you want them to do. Make it easy for them. The last thing you want is for them to be wondering what to do. Don't assume that they know what to do, even if YOU think that it is perfectly obvious. Tell them.

2) Put your phone number on every page

Although this might seem like common sense, it is surprising to see how many companies bury their phone number deep within a site, making it hard for potential customers to contact them.

In a lot of cases, visitors have actually come to the site to look for your phone number so don't make them hunt for it.

Putting it at the top right hand corner is best, but you can also put it in the footer of your site. It doesn't really matter where you put it, as long as it is there to find.

Interact with your customers on social networks





3) Add an 'About Us' page

About Us pages often help customers decide whether or not to buy from you.

Whether they are a businessperson or a consumer, when a person selects a company to do business with, they like to know who they are going to be working with, so don't be afraid to tell your visitor who you are. By adding photographs of you and your staff with short bios about them, you begin to become real people not just a faceless company.

Listing your experience and credentials is important but engage your visitors, tell them a bit about your hobbies, your family life and things you like to do for fun. Letting the visitor see the real you builds their confidence and trust when doing business with you.

4) Add your business opening hours

There is no such thing as typical opening hours these days, so you need to tell your visitors when you are available.

Making your business hours known is very helpful to customers and can solve their frustration if they visit or ring you when you are not open.

5) Don't be afraid to use big bold images

Images speak louder than words. The Internet is very visual and people respond well to images, so include images on your site that the customer will engage with.

You don't have to spend a fortune on fancy graphics. Simply take pictures of your team in action, shots of your local area, your premises or any recent projects you have worked on.

All of these things help to engage your customers and let them know more about you and your business.

6) Make your site mobile friendly

Mobile is huge. More and more people will be visiting your site via their smartphone or tablet.

You need to make sure visiting your site on a mobile device is a positive experience. Sites that are not optimized to be seen on tiny screens can be frustratingly difficult to navigate around for your potential clients. They won't persevere, they will simply move to another site.

There are a number of ways to make your site mobile friendly and we will be happy to give you advice.

7) Add referrals

Your existing customers are a huge asset to your company. They can provide real life case studies and testimonials informing potential new customers how good your product or service is, how you saved them time and money or how efficient your staff are.

How do you get testimonials? Just ask. Most customers will be more than happy to oblige if you ask them.

8) Match your company branding

For continuity and to help create instant brand awareness ensure your online presence

matches your bricks and mortar business. It helps customers to both recognize your company and to remember you.

9) Take off the music

Do you enjoy listening to elevator music? No? Neither do your customers. Never put music on your website. It isn't relaxing or funny. It is just annoying. Just because you can, doesn't mean that you should.

Remove anything that might appear annoying to your customers (music, flashing images, etc) or anything that might distract them from doing what you want them to do, such as buying your product or service.

Hiring a professional web designer will not only bring a new, fresh design to your website, but they will also share their experience and knowledge



10) It's time to get social

Have you embraced social media yet? Your customers have. They interact with thousands of people on the Internet all the time and are very influenced by it. People listen to other people's recommendations and are interested in their like and dislikes.

If you haven't already done so, it is time your business went social. Get started with a Facebook page or a Twitter account. Focus marketing on that platform then move on to another network.

We know it can be quite daunting but we have some great tips for you so please contact us if you want to know how and where to get started.

11) Be an authority website

If you want to be known as the authority site in your niche or area of expertise, add some resources to your site that show potential customers you know your stuff.

These resources could be reports, white papers, surveys, helpful links, videos etc. They all add credibility and will encourage visitors to buy from you rather than from a competitor.

12) Know your sites main purpose

So many businesses forget about this. All they know is they need a website, so they just slap one up without thinking what they want the main goal or purpose of their site to be.

Ask yourself :

- Why do you have/want a website?
- What do you want your site to do?

Spend some time thinking about your answer then make it your top priority to see that your website accomplishes that goal.

13) Start again from scratch

While starting again is not ideal because it takes a lot of time, money and resources, sometimes a site is so badly designed that you have no other choice.

For example if you have an old site that was set up in the 90's, it probably looks old and dated now. Starting again with brand new technology and a new fresh design, instead of trying to patch up the old site, could be a smart move and pay for itself many times over.

Even if you have zero tech skills you can still determine your site's purpose and what you want it to do. Sketch out a quick design, along with a plan of what you would like the site to accomplish, then hire a team of professionals who can make it happen.

14) Hire a professional

The Internet has changed so much in recent years. What worked well 5 or ten years ago doesn't work now.

If you have been looking after your site yourself, or got one of your employee's sons or nephews to create your site, it may well be worth calling on the services of a professional team to come in on the project. Not only will they bring in fresh new designs but they will also share their experience, expertise and creativity.

That is what we do. Not only can we give your site a fresh new look, more importantly we share our marketing skills to make sure your site converts customers 24 hours a day.

Even just applying one or more of the tips here will have a significant effect on your site and increase your business profits. Simply pick a couple that you can identify with and make the changes to your site.

Don't forget that we are always here if you want any website or marketing advice and we can help take your website and business to the next level.



Why Twitter Is An Ideal Tool For Businesses

If you haven't joined in yet, then it's high time you did. Twitter is one of the most visited social network sites and is becoming more and more popular everyday.

According to a report on Statistic Brain (<http://www.statisticbrain.com/twitter-statistics>), in May 2013 Twitter now has over 554,750,000 registered users. 135,000 new users sign up every day. There are 9,100 Tweets made every second of every day.

Why should those statistics impress you? Because they make Twitter prime real estate for you and your business.....and it's free.

If you use Twitter properly it can be the king of social media. Companies both large and small are realizing Twitter's true potential.

You can use it to:

- Introduce new products or services
- Communicate with existing clients
- Find and add new clients
- Promote existing products
- Build your company brand
- Develop and improve products and services
- Find out what your competitors are up to

The advantages of Twitter for your business

Not everybody 'gets' Twitter and because they don't understand it they are missing out. Here are some of the main reasons why your business should be active on Twitter:

Little or no capital

The only cost when starting on Twitter is your time and effort. Twitter is 100% free for anyone who wants to sign up to it, whether you are an individual or a business. So, as a business owner, opening up a Twitter account is a huge opportunity that you don't want to miss.

Real time updates

One of the main advantages of using any social media site is that it gives you real time information and Twitter is no different. With up to date data, your followers will be able to see information about your special offers, events and other relevant information as and when you post them.

The real time updates are also excellent for customer service updates. That means your business can easily address client problems and questions as soon as they are posted, which your customers will value and appreciate.

Strengthen existing client connections

Twitter lets you get up close and personal with your existing clients. This personalization makes it much easier for businesses to cultivate trust with their customers, which will help you establish customer loyalty and produce many more sales.

Paving the way for new clients

As well as strengthening the bond with your existing clients, Twitter is equally as good at attracting brand new clients. (You can read more about how to do this further on in the article.)

Link to multiple sites

When marketing online, it is important never to use just one avenue to try and gain additional sales. That is why many companies are choosing to use Twitter since they can use it to send their followers to their official websites, blogs and Facebook profiles. By doing this, it drives traffic to sites that will enable them to close the sale and boost their profits.

Keep an eye on your competitors

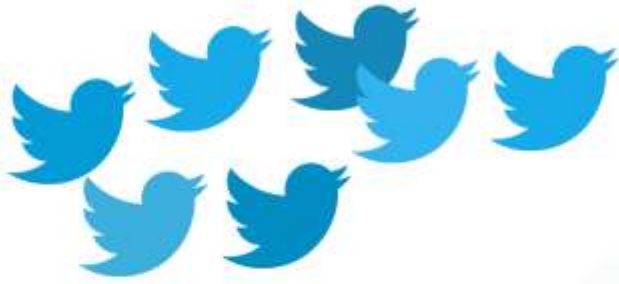
Your competitors will no doubt be using Twitter too and if you let them, they can start poaching your existing and potential customers. This is why an active Twitter account is vital; it helps you to keep an eye on your competition.

You can also use Twitter to gather important information about things like as when they are having an upcoming sale, or is they seem to be using an effective marketing strategy. It will put your business in a much stronger position. If you know exactly what is happening at any given time, you can position yourself swiftly and alter your marketing to make an effective counter attack.

Target your Tweets

When using Twitter, one of the biggest mistakes many independent businesses make is to try and market to everyone. They realize how huge and popular Twitter is and try to market to every person on it. Don't fall into this trap.

Your marketing strategy should be focused on a very specific market and not at every Twitter user. Your efforts should be aimed directly towards those who are most likely to buy your products. For example if you



As soon as you set up
your account, try to
get as many followers
as you can

sell maternity clothes then market to people who are interested in buying your product. Promoting to individuals who are unlikely to use what you sell will be a waste of your time and efforts.

Once you have identified your target audience you need to know how to structure your tweets so you can not only locate your target audience but engage with them also.

Twitter marketing strategies to help you get more sales

There are a number of marketing strategies you can use. The main goal is get visitors off Twitter and straight on to your website or sales page. Here are some of the most effective marketing strategies that will help you to do that:

Use Hashtags

Hashtags (#) are a very simple but effective way to organize popular topics. Hashtags are very useful to your business because they make it much easier for you to be found by people interested in the things you promote. They contain the main keywords that will help people find your business or know what kind of product/service you are promoting.

Build up a following

As soon as you set up your account, the first thing you need to do is to get as many followers as you can. Remember, the advice given earlier: Only try to get followers that matter. If they are unlikely to buy from you then adding them to your list will be useless and waste of time. Your aim is to build up a following of responsive buyers. If you need advice on how to do this please get in touch and we can help you.

Build on existing followers

If you already have an established list of followers from other social networks like Facebook, Pinterest or your own mailing list, then invite them to become one of your Twitter followers. By announcing the creation of your Twitter account and sending them a direct invitation, you will soon be able to attract a decent amount of followers interested in what you have to offer.

Follow the accounts your followers follow

This is one of the best marketing strategies that any business can use. Following businesses that service your target audience will help keep you abreast of what is happening with your niche and adapt your marketing accordingly.

Ask for a retweet

Don't be shy. This is a great way to spread the word quickly. Some businesses feel embarrassed asking their followers to retweet (RT in Twitter-speak) one of their messages but it's perfectly acceptable and is part of the Twitter culture. Don't do it too often though, and make sure the message you are asking your followers to retweet is worth doing to justify the action.

An ideal post to ask your followers to retweet would be something like this:

"Discount Friday. Up to 50% off maternity dresses today #discountmaternity. Please RT"

Your followers would have no problem retweeting that because it is useful information. If you have 500 people retweeting your message and each one of them has at least 100 followers then you can see the potential as up to 50,000 people could see your message.

Post links

Twitter can be used both a direct and indirect tool for marketing your business. For example you could use it to try and close the sale directly to your clients and followers. Alternatively you can post links to external sales pages, such as one of your Facebook pages or your website, which could increase the possibility of more sales.

Have a schedule

Just as in any other online platform, spamming is frowned upon. Think very carefully about what you are going to post on Twitter as part of your marketing campaign. Your tweets should be planned out and you should stick to the schedule.

Look at how big brands look after their Twitter marketing accounts and emulate them. Yes, it takes extra time but the rewards will be worth it. You will be able to stay visible to prospective clients for branding but without flooding their Twitter feed with

pointless messages that either don't engage or are of no interest to them.

Providing Quality – what you should tweet

People will only pay attention to what you have to say if you give them something that they are interested in. If your posts are random and nonsensical, or if you post too often, the chances are you will be unfollowed and you will have lost a potential customer.

As we mentioned earlier, informing your clients of a sale or special offer is an ideal post but you don't just have to make posts about discounts.

Twitter is perfect for collecting valuable feedback. Twitter followers like to be asked for their opinion so why not tell them about a specific product or service and ask them for their opinion on the matter. Include a hashtag so that their tweets will lead back to you. The question will encourage followers to reply back to you, effectively providing you with valuable feedback about your new product or service.

For example:

"New collection of summer maternity dresses launched today. What do you think?
#summermaternitydress"

Another Tweet worth posting would be contests for your business that will engage your followers. Again, the use of hashtags will be incredibly useful.

Photo contests work especially well because a picture is worth much more than the 140 characters allowed on Twitter. For this type of contest, users will have to take and upload a photo to be in with a chance to win a prize. These just tend to be small gifts or a voucher to spend with your company.

Here is an example of a contest: @LaTasca, a Spanish Tapas restaurant in the UK, recently gave away a £50 voucher for the

customers who sent a Twitpic of their tapas. KFC and other restaurants and businesses use this strategy to great effect. It doesn't take much effort for followers to do either as it can all be done in seconds on their smartphone.

Again follow successful big companies and see what kinds of things they post for inspiration.

Twitter is extremely powerful. The strategies and techniques mentioned here are just the tip of the iceberg.

We hope that this has inspired you to take your business on Twitter. It is worth repeating again that even if you never go on Twitter, your competition will. You need to be on so you don't lose all of your customers to them.

How to drive thousands of hungry customers to your front door

We have lots of advice and tips to share with you, so if you are going to take the plunge on Twitter please talk to us first.

You could go ahead and set up your own campaign right now but that could involve a lot of trial and error and you could spend many weeks or even months trying to figure out a successful marketing strategy.

Or, you could save yourself a lot of time and significantly increase your profits by letting us show you how to use this incredibly powerful tool that has the potential to drive thousands of hungry customers to your front door.



**We Put Your Business
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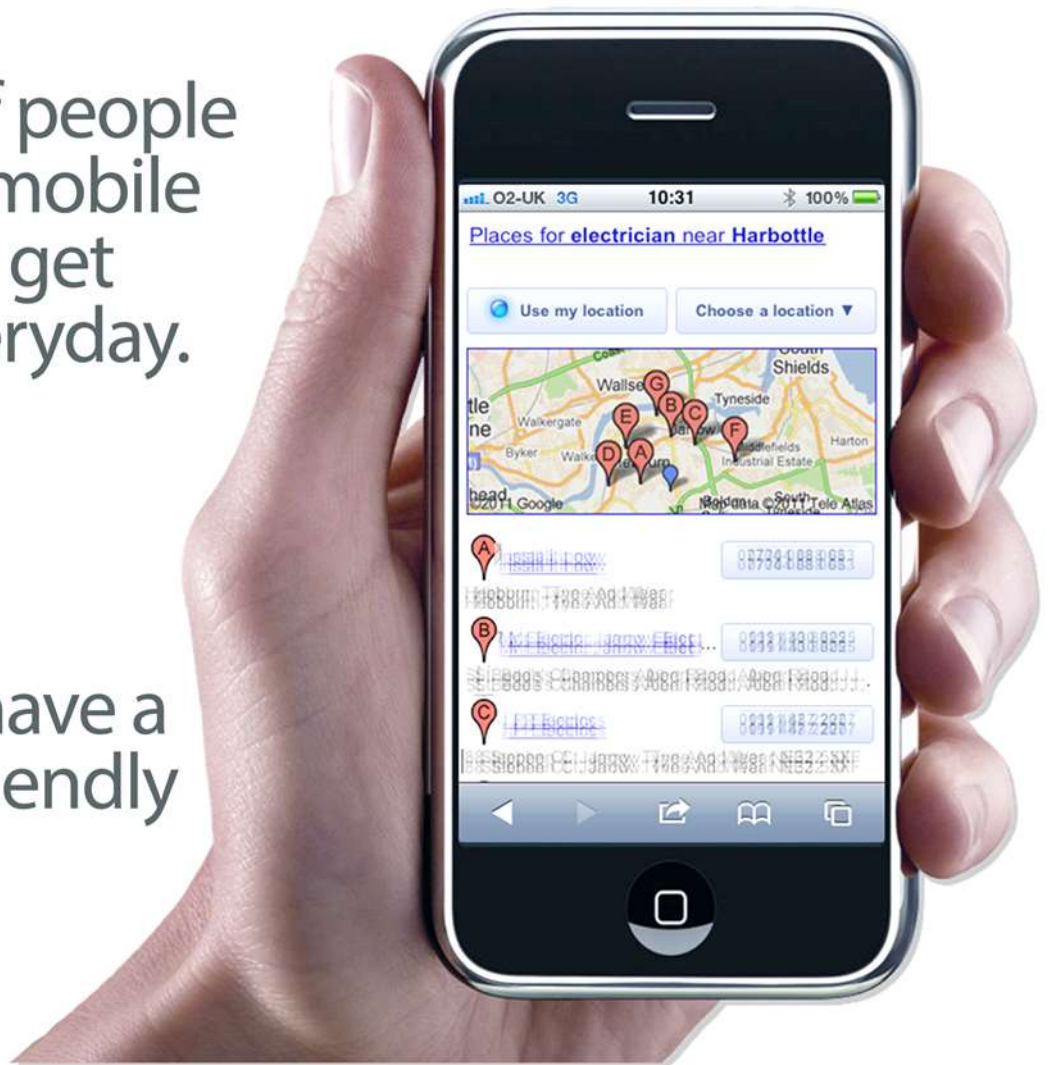
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