



iForOne Creative Team

The Creative Blog

Your small businesses home for all things social media & digital marketing.



3 Quick Steps To Social



By now, if you aren't on social media or have yet to dabble in it, you're probably hearing everyday how you should. So, we aren't going to replay a broken record. However, because it is important, and assuming you stopped by here to get insight on how to start, we wanted to give a quick,...

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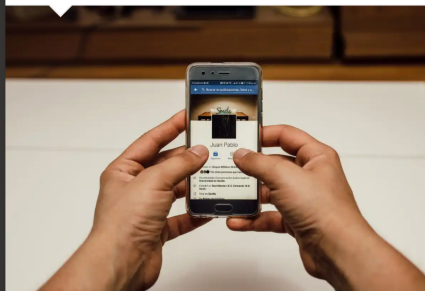
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May 25, 2019 0

Algorithms. . . No More?



We just released an article talking about how to beat the algorithms using genuine and relevant content in a humanly way. We stated that the tricks and tips are key factors, but only if you're first being human. We had no idea this would happen at the time of writing it but it emphasizes our...

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May 22, 2019 0

How Do You Beat The Algorithms?



There is a list of 10 tricks and tips. . . just kidding. Sorry, we don't want to sound generic here, so we are going to go a different route. One that we hope gives you more value for less, you know. . . filler content we'll call it. Don't get us wrong, those tips...

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May 19, 2019 0

S.O.S. – Information Overload: The Basics of Facebook Ads (get our free guide too)



What Do NASA & Social Media Have in Common?

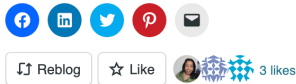
You Shouldn't Hire a Social Media



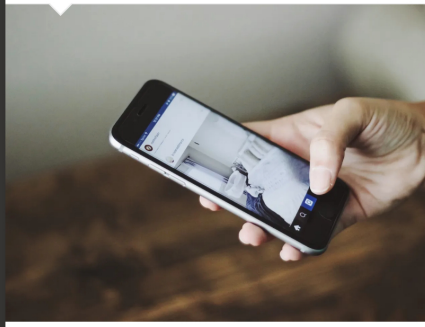
Hiring a creative agency is better for you and can deliver better results than a social media manager. Before I start with this, I want to make sure that everyone understands what I mean by social media manager, just to make things go a little bit easier. A social media manager, as I'm referring to...

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You're underutilizing the power that is in our palms. Well, a lot more than people think. Most people fail to realize they have the power to bring them to the moon in the palm of their hand. Even still, this post may capture some weird looks. That's okay. It's encouraged. So, let's get down to...

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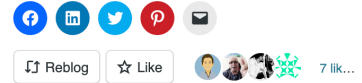


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Photo by freestocks.org on Pexels.com We live in a time where information is widely available at little to no cost. Anyone can get their hands on it and anyone can publish information. No longer are the times when it took a lot of money and connections in order to get a book published, website developed,...

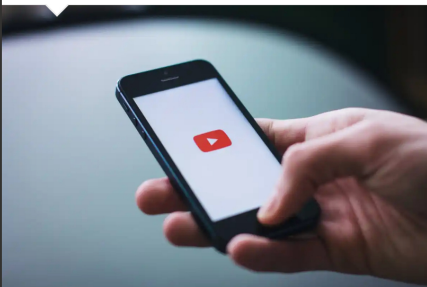
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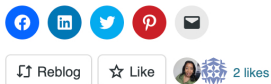
We Are Now On YouTube!



With the rise of popularity and importance of video content, we are adding YouTube to our profiles as well as our services. Check it out. Video content is on the rise and YouTube is the perfect video platform for videos longer than one minute. YouTube also serves as a great SEO tool and website ranking...

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Lead Generation



The ability to not only create a lead but to nurture and maintain that lead is what determines whether a company will have a full pipeline or not. Implementing a lead generation process and strategy is a proven way to nurture leads into purchasing from you. Lead generation is the process in which a business...

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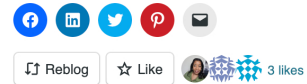
Facebook Ads Gettin' Ya Down?



Photo by Pixabay on Pexels.com Facebook ads, a touchy topic for lots of small business owners. For a lot of reasons. From not knowing how to do them, to not understanding how to make them successful, to spending a lot on them without getting a positive ROAS (Return On Ad Spend). According to Neil Patel,...

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"Content is Fire, Social Media is Gasoline." ~ Jay Baer



Optimize All Content with SEO & Keyword Implementation



Photo by Negative Space on Pexels.com Social media is about adding valuable and relevant content that is related to your brand. Doing so consistently with a structured strategy is what separates the good campaigns from the great ones. It's not only about your content and structured strategy that decides whether, or not, your presence online...

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2019 & Digital Marketing – Part I



You've probably heard it so many times. "2019 is bringing changes to the way businesses are marketing, especially small businesses." However, it really isn't all bad. Yes, there are some things that are to be of concern, but mostly all it boils down to is adapting to the trends and the market, as well as...

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You've sat down and opened your laptop up to your social media profiles to check the post that is supposed to publish today or that recently published. Only to find out that, you didn't have anything scheduled because you had no content to schedule. Welcome to content creation, the strategy that ensures you will never have a...

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New Year, Same Team, Different Approach



iForOne Creative Team

It is that time of year. The holidays are just around the corner and so is the new year: 2019. With the new year coming means a few different things. The new year means changes, new goals, new dynamics, new strategies, new motivation, which are all centered around your business. However, it also means that...

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Being Productive While Being Social



Photo by Breakingpic on Pexels.com Okay, so you are in on the social media game. You have your Facebook page, Twitter, Instagram, and whatever else you may use. But as you sit there staring at a blank "Create Post" page, now what? While being on social media and having all the right tools and resources...

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Getting Started with Digital Marketing



Photo by rawpixel.com on Pexels.com The time has come where you want to learn and implement digital marketing and the strategies associated with it into your overall marketing campaign. As a small business owner, you recognized the need for this type of marketing due to the increase of digital channels available to people all over...

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Facebook Tips & Tricks



Photo by Pixabay on Pexels.com Although there has been quite the speculation on whether, or not, Facebook is morally inclined, Facebook still hails as the King of social media. With almost half the world's population being on it and about half of that being active monthly users, it is the most important and dominant platform...

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The First 6 Months



On December 15, 2017, iForOne Marketing became an official business, founded by Evan Orel and Chris (CJ) Golash. As per their account, here is what the first 6 months have been like: Evan: It has been 6 months since we officially became a business and so much has happened with iForOne in that time. We...

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Challenges of Social Media



Photo by rawpixel.com on Pexels.com Tweeting, posting pictures of your business/promotions, responding to comments, liking other content, answering questions, on and on. There is a lot going on in the social media world, not to mention the business social media world. Social media is a beautiful thing when used appropriately, but many people do not...

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What is iForOne Marketing?



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In the age of digital, with so much going on around us, it can be hard to clear through the noise and get right to what is important. As a business, being on social media is important, that is for sure. However, it can be

frustrating, time-consuming, and simply ineffective. That is precisely the moment...

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