SEO Marketing & Social Media

When establishing a marketing plan, you should first work on creating a uniform message. The way you do this is by starting with your mission and organizational statement and defining your initial market approach. The primary goal when setting up your website and social platform pages is choosing uniform key words and a specific marketing message. What people often miss in starting a new company is that the first name you need to build a reputation and pages for is yourself. Meaning that your name and reputation come first and the business comes secondary, especially because social sites like Facebook require personal accounts to form business pages.

So, follow these steps below on the roadmap to establishing a message online:

1. Facebook – Personal Page – Company Page Established Secondary – 35 Like Goal
2. LinkedIn – Personal Page – Need 500+ Contacts – Company Page Secondary
3. Twitter Page with Company Name
4. Yelp – Listing and Reviews
5. Google Plus – Personal Site – Google Business Listing (Need Professional Address)
6. Bing Business Listing
7. County DBA Filings (Marketing Names filed with County of Record)
8. Professional and Trade Listings as Needed (IRS for example)
9. GOVT Registries – SAM – Cal E-Procure
10. BBB Review and Company Listing
11. MANTA.COM – Overall digital profile review (Not Paid)
12. Hootsuite – Social Media Management

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