

**MADKIWIS MARKETING**

YOUR GUIDE TO

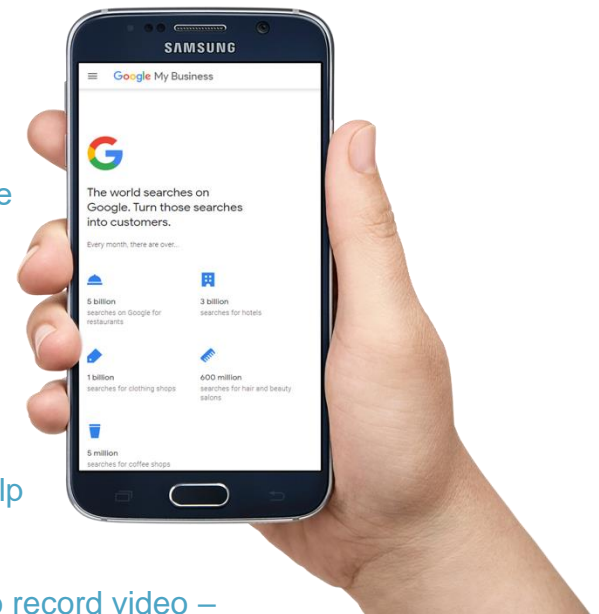
# **YOUR BUSINESS ONLINE**

**SETTING UP SIMPLE ONLINE  
SOLUTIONS**



# TIPS TO BOOST YOUR BUSINESS' ONLINE PRESENCE

- Set up a website: WordPress, Wix, Squarespace and WooCommerce are all good options. But if you are not familiar with their design and tools it may be more effective to give us a shout! These platforms all offer online sales tools.
- Set up a 'Google My Business' page and put up some offers. We have full guide in our tool box to step you through setting up your 'Google My Business' it's quite straight-forward, please note that there is a delay once you have completed the listing for your verification postcard from Google.
- Start with a Facebook page or group
- Start advertising on platforms like Google Ads, Facebook Ads, Instagram, and LinkedIn – you can get started for as little as \$5 a day. If you're going to spend, you have to know what's working and what's not. Set up Google Analytics to start tracking performance.
- Create content for the platforms you've chosen. A fast way to create content is record yourself talking about a topic or your product and service. There are thousands of sites to help you create visuals for free.
- Video!!! Use the camera on your smartphone to record video – interview your team, have some fun!



**Whatever you decide to do - start with one platform and do it well!**

# OPTIMISING YOUR BUSINESS ONLINE

It's important that you review your online business regularly to ensure you are up to date with the latest tools and technology.

**Key things to check regularly about your business online:**



## Up to date details

Make sure all your details are current and up to date



## Same and exact address

Use the same and exact address as the one in your website (and other business listings), this will help with local search optimisation.



## Website URL

Include your website URL in your business listing.



## Hours of Operation

Check that you have the right hours of operation details and adjust accordingly during holidays.



## Post in your listing

Consider posting sale announcements or special offers, industry news and latest blog posts



## Review

Review updates and suggestions made by people for your listing

# A FINAL NOTE

Let Madkiwis Marketing help you set up and optimise your Business Online today.

We'd be happy to answer any questions you might have.

[Madkiwis.Marketing@gmail.com](mailto:Madkiwis.Marketing@gmail.com)

+64 22 359 6979

[www.madkiwismarketing.com](http://www.madkiwismarketing.com)



DIGITAL  
MARKETING