



The  
Concierge Academy™

## Module: Building Your Online Presence

The #1 reason to be on and share information about your business online is to maintain the principals of Nurture Marketing™.

The primary focus is to establish **TRUST**.

### Through your online presence you will do 4 things:

- Educate your Marketplace
- Establish Credibility
- Create a following
- Be seen as a leader

How will you use the 4 marketing principles above to enrich your business?  
Brainstorm below different ways you can speak to your audience about what it is you do/how you do it and for whom.

### List 10 ways you plan to educate your marketplace:

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**What are 10 ways you can Establish Credibility?**

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**List 5 ways you will engage and create a following for your business:**

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**What are 5 ways you can and will use the Impression of Increase model to be seen as a leader?**

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## Top ways to engage your audience on any of the social media platforms.

### Consider using these in your social media strategy:

- Provide real life examples (Physical work in story form)
- Use pictures to show the work you are doing (Physical work in picture form)
- Use testimonials regularly
- Talk about your clients' struggles
- Use case studies
- Provide time saving tips
- Write engaging content that informs
- Talk about local businesses and stores you frequent
- Use OPC (Other people's content)
- Did I mention pictures?
- Do VIDEOS

What have you already done where you can pull content, pictures, stories or testimonials to begin using online? Use the space below to start compiling a list of content you can share right away:

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Brainstorm below OPC. Use the space below to **identify 10 Resources/Businesses/Platforms** you can use on a regular basis that have synergy with you and your business. If you work with Moms, share content and funny stories about the struggles of being Mom. If your focus is on pets, share stories and funny videos about pets. If you work with entrepreneurs, share content that will enrich their entrepreneurial journey (make this part FUN!)

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Brainstorm below **10 Blog topics** you can write about over the next year. Next to each topic write a few key words that are appropriate for what you offer.

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When will you post your next (or VERY FIRST) Blog? **Commit to a date here** and put it on your calendar, then schedule 2 hours for content creation time on your business development day.



In this module I want you to use the **Social Media Policy** we use to refer to, then create your own... Start small and build up as you get used to using Social Media as a Marketing strategy

How often will you Post on Facebook? \_\_\_\_\_

How often will you Post on LinkedIn? \_\_\_\_\_

How often will you Post on Twitter? \_\_\_\_\_

What day of the week will you schedule on your calendar to do your Social Media?  
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## **Bonus Implementation Checklist:**

### **Facebook:**

- Create a Facebook Business Page
- Create a “vanity” URL ( once you have 25 likes )
- Upload your images to your FB page
- Complete your Business Profile
- Interact once daily

### **Twitter:**

- Create a Twitter Profile
- Use same images as on FB
- Link Your website to your twitter Profile

### **LinkedIn:**

- Create a LinkedIn Profile
- Add rewards etc that give the impression of increase
- Start connecting with people you know
- Start connecting with people in the industry
- Join “groups” of concierge professionals and connect there as well



### **Additional Steps to Improving your Online Presence:**

- Create a Google Business page
- Create a Bing Listing Page
- Create a Yahoo Business Listing
  
- Create a Yelp Listing
- Upload a few images to your Yelp listing

## **Bonus Resources:**

### **How to create a Vanity URL on FB:**

<https://www.facebook.com/notes/equine-calculator/how-to-claim-your-vanity-url-for-your-facebook-page/474147772600069/>

### **From Lori Hardegree:**

- [Getting “new likes” from people who are engaging with you on your page!](#)
- [Tips for LOCAL Service BASED Business to get noticed](#)

## **Snipping Tool**

### **DIY Marketers:**

[http://diymarketers.com/socially-unacceptable-not-social-media/?inf\\_contact\\_key=4a9b01b7cad6b86e8f8746d1dd985adac2fb8fa5f1ff1dcc5e397c216b441cb1](http://diymarketers.com/socially-unacceptable-not-social-media/?inf_contact_key=4a9b01b7cad6b86e8f8746d1dd985adac2fb8fa5f1ff1dcc5e397c216b441cb1)