

Online Marketing

If you're a small business owner there are likely quite a few things which can get you feeling overwhelmed fast. You likely started your business because you loved what you do, your niche, but then realized there are things like payroll, website designs, budgeting and HR issues. The list goes on of things to be dealt with in order to make a business operate smoothly. How is a business owner supposed to know where to start and which ones are important? Here are several steps to take before making any online marketing decisions:

Take a N.A.P.

☐ Contact Details

Before anything else, make sure you have a NAP. NAP (or N-A-P) is short for your Name, Address and Phone number. Your business contact info must be well established before any online marketing. Sounds elementary, but you'd be surprised how many businesses get going on advertising, only to discover later that the information they are providing potential customers is not correct.

First Impressions

☐ Improve Your Website

A website is your online business card. Without it you won't have the validity needed to succeed. Websites are usually a customer's first impression of your business, so make sure your website is done well. Having a secure (SSL certificate) and mobile friendly website is critical in today's online marketing. If your website isn't either of them, making that a priority is a must.

Search Engine Optimization

☐ It's An Investment

We like to say, "A website without search engine optimization is like a lighthouse without a light. It won't be found." Once your website is complete, invest in a solid SEO package to make sure you'll be found online. Without it your website might look great, but will produce minimal results.

Aim Well

☐ Who Is Your Target Audience?

If you aim at nothing, you'll hit it. Knowing who your target audience is should actually be a part of your business plan, but we're adding it here on the list because after search engine optimization, most marketing decisions depend on your target audience. Be as specific as possible when choosing where you "aim" your marketing campaigns.

For more tips and savings visit www.oostas.com/business-checklist

Online Marketing cont.

Social Media

☐ Is It Necessary?

Social media can be a great avenue to connect with your customers and reach new customers as well, but is it worth the investment for your business? The key to remember is this: Go where your target audience hangs out. If your target audience hangs out on social media, investing in social media support is going to be a must.

Blogging

☐ What If You're Not A Writer?

Not being a natural writer is one of the main things holding small business owners back from starting a blog. Did you know it's super easy to get quality content written for you and not feel like you're going to go into debt for it? The team at Oostas offers blog writing services that are custom to your business and won't make your bank account flinch.

Paid Advertising Online

☐ Pay-Per-Click Ads

Keeping PPC ads on long-term can get extremely costly, especially for a small business, so running your ad for a month or two should bring the results you need without breaking the bank. Consider hiring a marketing professional from the Oostas team to handle every aspect of your PPC ads and get the results you need.

For more information or assistance with marketing your business, visit us today at www.oostas.com or call **(717) 742-GROW**

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