

QUICK TIPS TO PROMOTE YOUR ORGANIZATION

By spending some time on your business' online presence, you can reach more potential customers and showcase how great Fruita is.

Quick Tips to Get Started

FACEBOOK

FACT: 64% of Americans use Facebook

- **CONFIRM YOUR PAGE DETAILS** – hours, website, location, etc.
- **POST PHOTOS** – show off who you are
- **ENCOURAGE ACTION** – update the button at the top of your profile
- **CHECK INSIGHTS** – see who's following you, when to post, what works, etc.
- **START THE CONVERSATION** – keep posts short, friendly and engaging

INSTAGRAM

FACT: Visuals are processed 60,000 times faster in the brain than text

- **USE HASHTAGS** – this helps users find content
- **...AND LOCATION** – posts with hashtags and locations get more engagement
- **GET REAL** – show products, behind-the-scenes, employees, and real customers
- **SAVE TIME** – share Instagram posts automatically on other platforms

GOOGLE

FACT: 30% of Google searches have local intent or geographic aspect

- Register your business at www.business.google.com to make sure it shows up on Google Maps and in searches
- Add website, hours, contact information, etc.
- Post as many photos as you can

TRIP ADVISOR

FACT: 88% of people consult online reviews and believe them

- **POST PHOTOS** – travelers engage 150% more with pages that have 20 or more photos
- **ADD KEY WORDS** – listings regularly appear on search engine results page
- **GET DETAILED** – 92% of travelers choose a business that posts detailed descriptions over one that's missing information

YELP

FACT: 35% of users will visit a searched business within 24 hours

- **BE COMPLETE** – update your profile with completed details
- **RESPOND** – Yelp's algorithms reward businesses that take an active interest
- **POST PHOTOS** – people spend 2.5X more time on listings with pictures

Cross-Promotion

Cross-promotion among Fruita businesses and organizations, especially through online channels, is a great way to reach new audiences.

HOW TO DO IT

- Share other business' posts on social media
- Tag each other in posts
- Link to another business's website on yours when appropriate
- Find ways to partner by sharing content, holding online contests together, etc

WHY IT'S IMPORTANT

- Increases the number of potential customers you reach
- Adding a link to another business' website to your site (and vice-versa) increases your credibility, which can help raise your page in search engine results
- Understanding all of what Fruita has to offer can help convince potential visitors to make the trip

Other Tools



CHECK OUT THESE OTHER TOOLS THAT CAN HELP YOU INCREASE YOUR DIGITAL PRESENCE

- Visit Fruita's Flickr photo library at www.flickr.com/photos/gofruita – businesses are free to use these photos in their social media posts
- View a 15 minute social media and marketing tutorial at www.slatecommunications.com/fruitaworkshop (password is "gofruita")
- Sign up to receive periodic emails from Slate Communications with other tips and usable content
- Contact liz@slatecommunications.com to learn more and receive the emails