

For Immediate Release

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Mandatory Social Media Marketing for Businesses – Implement NOW

Every online business must have the basics in place when it comes to [social media marketing](#). If you are still not sure ‘if’ social media makes sense for your business, then you might as well delete your website from the Internet. This is not a pitch for using Mint Social. In fact, most companies we work with have some semblance of social media in place. OK, so here is your must-do checklist (it is short because this is just the tip of the iceberg).

1. **Blog** – We like self-hosted [Wordpress](#). Not sure you need a blog, skip down to 2-5 below.
2. **LinkedIn** ([business account](#) and [personal account](#)) – Most people have a LinkedIn account but we are always surprised when businesses have not taken the time to create a business profile and [RSS](#) in their posts from their blog. LinkedIn profiles are usually in the top 10 in Google when doing a name search (if setup correctly). As for your personal profile, you can RSS in your blog posts, [SlideShare](#) documents, Twitter account and much more. LinkedIn profiles will become the first or second place people look for making hiring decisions and buying decisions.
3. **Facebook** ([fan page](#) and maybe ads) – Fan pages are valuable because Google sees them and loves them. You can create a fan base and you can RSS in content from your blog, Twitter and other places. This blog feeds our Facebook fan page and I try to keep my personal profile more personal than business but it ends up being a blend of both.
4. **Google Account** – If you do not have a Google account, you are missing out Big Time. Get a [Gmail](#) account and start using it for all your social media emails. It is a great way to filter your email but it also gives you access to must-have Google tools. Want to show up in the maps area in a Google search? Get your business on [Google Maps](#). [Google profiles](#) are another way to promote you and your business and auto-populate your profile via RSS. It goes without saying that [Analytics](#), [Alerts](#) and [Webmaster Tools](#) are essential to have [GOOG-411](#), [Talk](#) and [Voice](#) are fun to have. **Insider Tip:** Google Maps is where your customers can give your business reviews. The more reviews you have, the more likely you will show up in the top spot in Google.
5. **[Merchantcircle.com](#)** – This is another business profile account that is great for geographically targeted keyword marketing. It also has a great blog and is another place for your customers to write reviews.
6. **Tools for the overworked business** – Social media gets a bad rap because it is time-consuming and does not have an immediate ROI (learn more about [ROI and Social Media](#)). If you agree with this or are too busy to Twitter and Blog, here are the last things you should do.
 1. Secure your personal name and business name in [Twitter](#) (you can thank us later) and use [HootSuite](#) to feed your blog to Twitter or find data feeds using HootSuite that can

auto-populate your account. Personal and business reputation management is important and Twitter is a great tool for this.

2. Pandora.com – Being too busy does not mean you can not have some fun while working. Maybe you do not have a killer play list on your iPod or need a change with the tunes you listen to. Setup a Pandora account, pick your favorite band and listen to streaming music 24/7 of this band and the music that influenced then while your overworked body is hacking away at the computer.