

Resources from Reaching Your Customers in a Crowded Digital Landscape panel

Social Media Learning Resources:

Later Blog: <https://later.com/blog/>

Social Media Examiner: <https://www.socialmediaexaminer.com/subscribe/>

Co-Scheduler Tools:

<https://coschedule.com/headline-analyzer#>

<https://coschedule.com/social-message-optimizer>

Words to Use – Great for naming products or descriptions.

<https://www.words-to-use.com/words/admins-day/>

Misc.

[Fiverr - Freelance Services Marketplace](#) – commercials, jingles, and so much more. Affordable and great turn around times.

Texting:

Twilio - <https://www.twilio.com/en-us>

Whippy - <https://www.whippy.ai/>

[Mass Text Messaging & Calling | Text-Em-All](#) – SMS

Email Marketing

[Brevo | CRM Suite](#) - email, newsletter, SMS, can connect with platforms and websites

Klaviyo - <https://www.klaviyo.com/>. For email marketing

Control your business listing:

[Google Business Profile - Get Listed on Google](#)

[Bing Places for Business](#)

Google Business Profile - Pro Tips

- **Plan ahead** - It's tempting to jump right into setting up or changing a Google Business Profile, but that can lead to mistakes that cost you traffic. Check for a list of the items you will need and have them ready before you start.
 - At minimum, have good images, a clean logo and a concise description (with some keywords relevant to your business). The list changes, but have your company start date and an address that matches your business license.
 - You can always come back and edit the profile once you start.
- **Don't overlook attributes.** Are you Latino-owned? Black-owned? Asian, Woman-owned? LGBTQ. A veteran? Check the box!
- **Monitor and Update** - Google Rolls out and changes GBP features frequently. Check your profile at least each month.
- **Use the POST feature!** Keep it short. Use great photos and keywords if possible.
- **Keep products updated** - If you use the PRODUCT feature, keep them current.
- **Ask your customers for reviews.** Ask them to be specific and use keywords if possible.
 - "XX was a great florist. They delivered flowers to my cousin in Omaha, same-day."

- XX florist did an awesome job with my wedding. The reception centerpieces were stunning." Respond to your reviews, even the bad ones.
- **Respond to your reviews**, even the bad ones.
- **Take GBP "insights" with a grain of salt.** You can get a general idea of which words people use to find you and a rough idea of traffic, but the insights provided are notoriously delayed.

Beginner's Guide to Google Business Profiles: What Are They, How To Use Them, and Why
<https://moz.com/blog/beginners-guide-to-google-business-profile>

Bright Local has some easy, free guides like this one on Google Business Profile
<https://www.brightlocal.com/learn/google-business-profile/introduction/>

As well as guides, Bright Local (*paid*) offers some handy small-business tools
<https://www.brightlocal.com/small-businesses/>

- Google Business Profile audit (Show how you stack up against local competition)
- Citation Building - Getting listed in directories.
This helps people find you and helps build website domain authority (the "juice" that Google looks for)
- Review Management and info on how to leverage those reviews!
- Google Business Profile Tools like Rank Tracker/ and (my favorite) [Local Grid Search](#)
Grid search gives a visual of how far out your keywords reach.



Other companies have grid search:

- Local Falcon and - <https://www.localfalcon.com/>
- Local Viking - <https://localviking.com/>

Figuring out which category you should be in on Google Business Profile can be tricky.

See what your competition is doing with GMB Spy

<https://chrome.google.com/webstore/detail/gmbspy/hijfnlgdhfpmnckieikhinolopcolofe>

Selected

Local Pack

Albuquerque Florist



Categories

Primary

Florist

Secondary

Balloon store

Corporate gift supplier

Event planner

Flower delivery

Flower designer

Flower market

Gift basket store

Gift shop

Wedding service