

TIED & TWO

FLOURISH ANYWAY

**GROWING YOUR DIGITAL PRESENCE
CHALLENGE + CHECKLIST**

for small businesses



www.tiedandtwo.com

T I E D & T V O

FLOURISH ANYWAY

In the wake of a worldwide pandemic, this Spring has been largely different than our past seasons. Small businesses need to utilize all available resources to thrive. Since we flourish when our small business clients flourish, we offer this free 4-week program to be one of those assets.

Our mission is to help you focus on our business by taking advantage of all the web has to offer so that even during this challenging time, you can flourish anyway.



4-WEEK GOAL: *Gain [10] 5-star reviews*

GOOGLE *Business Listing*

Although one of the most underrated free tools for small businesses, Google listings are absolutely essential for SEO (search engine optimization) and therefore digital presence.

WHY GOOGLE MATTERS:

- *Google indexes businesses on their map above their website.*
- *Google also indexes businesses with high and relevant reviews higher than other businesses.*
- *Google favors businesses who use their platform regularly.*

YOUR MISSION:

Utilize the Google Business Listing tool to display your business for relevant search terms in order to obtain new business leads.

#FLOURISHANYWAY

www.tiedandtwo.com

TO START

- Set up listing*
- Update logo and display images*
- Confirm all information is accurate and up-to-date*
- Update hours of operation for COVID-19*

DAILY

- Request a positive review from one past client*
- Request a positive review from one current client*

WEEKLY

- Create one post with photo per week—or take one from another platform!*
- Search your business to ensure your presence*



4-WEEK GOAL: *Gain [10] 5/5 reviews*

FACEBOOK *Fan Page*

Facebook pages are nothing new, but it's common to disregard that Facebook can (and should!) be utilized not only to communicate with clients and customers but also get direct and instant feedback.

WHY FACEBOOK MATTERS:

- *Literally 1.62 billion people use Facebook every single day.*
- *You can communicate directly with your audience, gaining information as well as forming relationships.*
- *You can gain detailed insights on your audience as well as target based on a range of demographics.*

YOUR MISSION:

Utilize Facebook to the fullest to engage with your audience and therefore gaining business leads.

#FLOURISHANYWAY

www.tiedandtwo.com

TO START

- Spruce up bio*
- Update profile icon and cover*
- Confirm all information is accurate and up to date*
- Update hours of operation for COVID-19*
- Invite all friends to like page*

DAILY

- Engage with one other business (like or comment on post, etc.)*
- Request a positive review from one past client*
- Request a positive review from one current client*

WEEKLY

- Create one post with photo*
- Share another business's post relevant to your industry*



4-WEEK GOAL: *Gain 25-50 new followers*

INSTAGRAM *Visual Message*

Instagram uses relevant content in combination with visually appealing images. Proving that trends can change daily, post popularity fights with that of stories, both of which are essential in engaging with your audience.

WHY INSTAGRAM MATTERS:

- *Both posts and stories allow engagement on different levels.*
- *It's intended for in-the-moment, current updates you can use to inform your customers consistently.*
- *Instagram forces businesses to explore more modern avenues of marketing, keeping up with appealing to current generations.*

YOUR MISSION:

Embrace today's trends and boost your message by utilizing graphics and images along with relevant content to gain a following.

#FLOURISHANYWAY

www.tiedandtwo.com

TO START

- Spruce up bio*
- Take a good hard look at your grid*
- Confirm all information is accurate and up-to-date*

DAILY

- Like 10 posts*
- Comment on 2 posts per day*
- Follow 5 relevant accounts*
- Post to story as much as possible with relevant and unique content*

WEEKLY

- Plan posts with intention a week in advance*
- Post 2-5 times per week*



4-WEEK GOAL: *Learn the ropes*

PINTEREST *Browsing Engine*

Pinterest may not be entirely relevant to your industry, but we'd put money it's worth exploring. An image-driven, modern search engine, Pinterest, like Google, indexes popular pins higher within their search. The best part: if you're already active on other platforms, it's easy to simply pin posts from there.

WHY PINTEREST MATTERS:

- *It attracts consumers looking for both goods and services of a major range.*
- *Pinterest can convert browsers into buyers.*
- *It is versatile: you can use it not only to increase sales but also to learn more about what others in the industry are doing.*

YOUR MISSION:

Learn how this free tool that may seem irrelevant can quickly drive traffic to your website and other social media platforms.

#FLOURISHANYWAY

www.tiedandtwo.com

TO START

- Create your business profile*
- Start boards for each category of goods or services you offer*
- Follow other relevant businesses or accounts*

DAILY

- Pin 2-3 past posts from another social media platform*
- Pin 5 other posts in an "Inspiration" or liked board as you would on your personal profile*

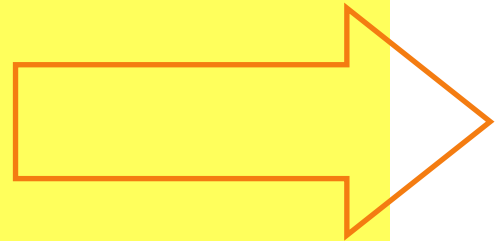
WEEKLY

- Pin any post you might make on another platform*
- Scroll for yourself and find inspiration from other businesses alike*

TIED & TWO

CHEAT SHEET

If you're overwhelmed by all the ways you can flourish anyway this Spring, fear not. We've created a quick cheat sheet you can check off as you go.





TO START

- Set up listing*
- Update logo and display images*
- Confirm all information is accurate and up-to-date*
- Update hours of operation for COVID-19*

- Spruce up bio*
- Update profile icon and cover*
- Confirm all information is accurate and up to date*
- Update hours of operation for COVID-19*
- Invite all friends to like page*

- Spruce up bio*
- Take a good hard look at your grid*
- Confirm all information is accurate and up-to-date*

- Creat your business profile*
- Start boards for each category of goods or services you offer*
- Follow other relevant businesses or accounts*

DAILY TASKS

- Request a positive review from one past client*
- Request a positive review from one current client*

- Engage with one other business (like or comment on post, etc.)*
- Request a positive review from one past client*
- Request a positive review from one current client*

- Like 10 posts*
- Comment on 2 posts per day*
- Follow 5 relevant accounts*
- Post to story as much as possible with relevant and unique content*

- Pin 2-3 past posts from another social media platform*
- Pin 5 other posts in an "Inspiration" or liked board as you would on your personal profile*

WEEKLY TASKS

- Create one post with photo per week—or take one from another platform!*
- Search your business to ensure your presence*

- Create one post with photo*
- Share another business's post relevant to your industry*

- Plan posts with intention a week in advance*
- Post 2-5 times per week*

- Pin any post you might make on another platform*
- Scroll for yourself and find inspiration from other businesses alike*

#FLOURISHANYWAY