

WHAT'S YOUR SOCIAL MARKETING IQ?

1. When was the last time you updated your web site?
 - a. This morning when I added a post to my blog.
 - b. My web developer was going to do that but he is on vacation in Tahiti.
 - c. Update? I am waiting to see if this Internet thing really catches on.
2. What is your inbound link building strategy?
 - a. I have a list of industry leading sites and I am contacting them.
 - b. I am waiting for some free time to work on this.
 - c. Be nice to people and hope they add a link to my site.
3. My strategy for adding new content to my site is:
 - a. I have a spreadsheet of topics and I am working on one section per month.
 - b. I would like to add a few pages, but not sure how to make it happen.
 - c. I only paid for a 5-page site, and that is pretty much all I have to say.
4. How often do you check your site traffic statistics?
 - a. I check out Google Analytics every morning to watch traffic trends, keywords and conversions.
 - b. I know my web developer told me about some statistics, but I forgot the URL.
 - c. Every time my site crashes.
5. How much work have you done with your Google Maps entry?
 - a. I have business cards printed and I hand them out to satisfied customers to add reviews to Google.
 - b. Hey, someone told me I was on Google maps... and wondered how I got there!
 - c. I'm on MapQuest. That's good enough, right?
6. What does your Yahoo! Local listing look like?
 - a. I have 12 pages, 3 videos, photos of my shop and 6 favorable reviews.
 - b. Hmmmm . . . let me go and take a look.
 - c. Yahoo is still around?
7. How does your site listing look in Bing?
 - a. Not as good as I would like, but I signed up for Webmaster Central to improve it.
 - b. What's Bing?
 - c. Who's Bing?
8. Are you using Facebook to tell people about your business?
 - a. I have a Business Page and several customers have started fan sites. Not much business from it yet, but I am thinking of offering Facebook promotions.
 - b. I have a Facebook page but it is full of personal stuff. I don't think this would be good for business marketing.
 - c. Are you kidding? I don't want the whole world to know what I am doing!
9. Have you tried using Twitter?
 - a. Yes, I have TweetDeck to keep me up to date with the 243 people I am following.
 - b. I signed up, sent a Tweet to my mom, but I forgot my password and haven't been back since.
 - c. Twitter is for Ashton Kutcher and people with nothing to do — I have a business to run!
10. Do you have any plans to use social media marketing?
 - a. Yes, and I am signed up for the social media and blogging workshops at the SBDC this month.
 - b. I know it is important but I just don't "get it."
 - c. There are not enough hours in the day for me to even think about this!

| SCORE YOUR RESULTS: | | |
|---------------------|-----------------|---|
| A = 10 points | 70 – 100 points | = marketing hotshot (Keep up the good work!) |
| B = 5 point | 40 – 65 points | = marketing wannabe (Is it time to get off the fence?) |
| C = 0 points | 0 – 35 points | = marketing milquetoast (You can do it and it is worth it!) |

FIVE KEY ACTIONS TO TAKE

1. Your web site is still the foundation of your online marketing—nurture it.
2. Local search is free advertising – make the most of it.
3. Social media has changed the rules of the game. Join in.
4. Social networking is not just Twitter, LinkedIn and Facebook. Find your sweet spot.
5. Social media marketing—you can love it, hate it, fear it or embrace it. Don't ignore it – investigate the opportunities for your business and take one step at a time.



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