

A Guide to Social Media Marketing for Small Businesses

Step 1: Assess Your Current Social Media Presence

You should assess your current social media presence before beginning a new social media marketing strategy. Whether you're starting from scratch or starting over, you might find that your brand, product, or service is already being talked about in key social media networks. Use the worksheets below to evaluate your current presence in the social media landscape.

Worksheet 1: Google your Business				
1	View the top 10 search results, list all results that are relevant to your business, include any social media accounts that come up in the search.			
2	Is the information listed in the search related to your business accurate?	YES	NO	EDITS:
3	If nothing appears on the first page of the search, how many pages do you have to search before you find something related to your business?		LIST RESULTS:	
4	Categorize your overall Google presence; identify any keywords that are consistent in your search results.			
5	Identify 3 goals you want to achieve related to your search results.	1. 2. 3.		

Note: You can repeat this same exercise with other search engines.