



Getting Your Business Rediscovered

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**JEFFERSON
MATTERS:**
MAIN STREET

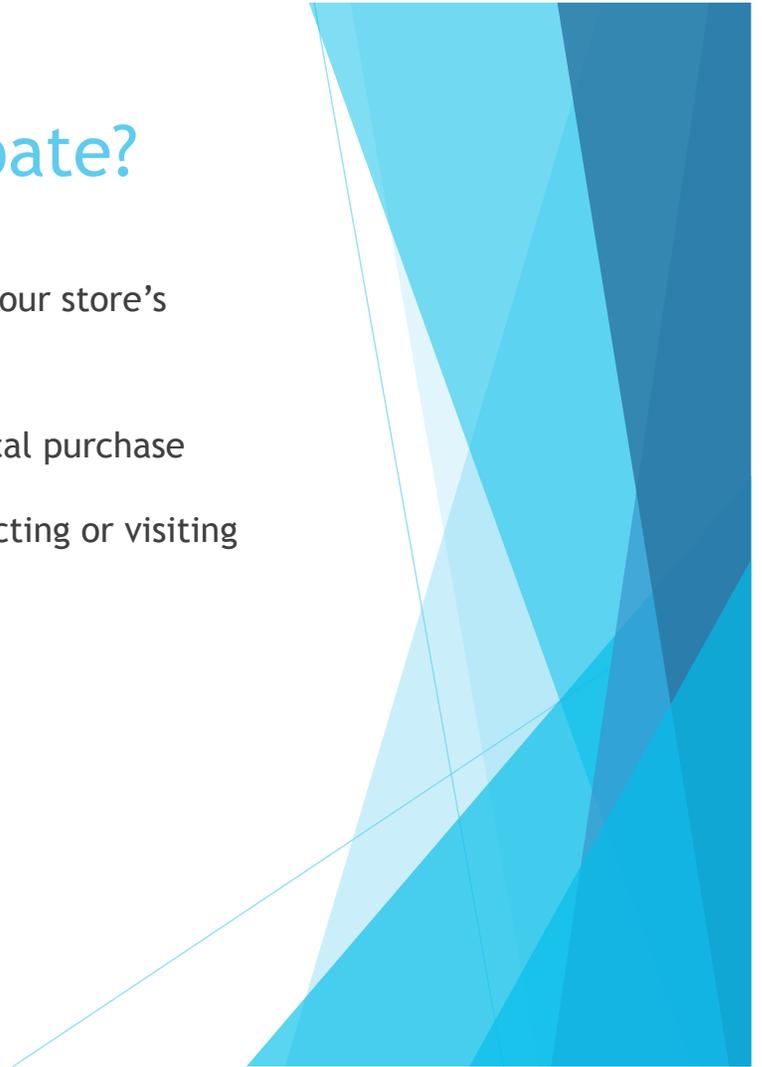
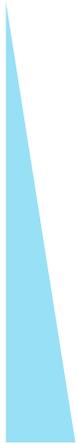
What social media do people look at to make decisions?

- ▶ Facebook **
- ▶ Yelp
- ▶ Trip Advisor



Why should my business participate?

- ▶ People don't search for your store's name. They search for your store's description and reviews
- ▶ Over 95% of consumers use online media before making a local purchase
- ▶ 90% of Internet searches led to a follow up action like contacting or visiting



Facebook

- ▶ You don't have to do it alone! Multiple people can help you manage your businesses page!
- ▶ Start with the “About” section (Description)
 - ▶ Times you are open
 - ▶ Where you are located
 - ▶ Phone number
 - ▶ Description of what your business is
- ▶ Make a couple of posts, take some pictures, and get the word out.
- ▶ Other people can write reviews and post about your business which gives it more credibility!



Yelp *

- ▶ Every business already has an account
- ▶ We can go to your business and take pictures for you -- you don't have to do any work.
- ▶ You don't need to anything but tell people to write a review for your business!



Trip Advisor

- ▶ This is one of the most popular tools used to plan places to stop at while planning a trip.
- ▶ Same as Yelp
- ▶ We can post pictures for you. All you need to do is get the word out to get more reviews.



What do we do now?

- ▶ Set up a time for a couple of college kids to meet up with you and show you how to get the most out of your businesses media experience.
- ▶ Ask us questions that you have about your social media accounts
- ▶ Talk to a Jefferson Telecom rep about how to get internet access better in your store and how to use devices (smart phones, tablets) to make access to your account easier for you.

