

# DIGITAL MARKETING CHECKLIST

Managing your online presence can feel like a daunting task. But sometimes all it takes is a quick update to see some improvements.

Take a few minutes to review this list and double check that your online information is up-to-date and that you're taking full advantage of the tools available to you.

## FACEBOOK

Fill out your page information completely, including:

- Description:** Tell people about your business.
- Categories:** What type of business are you in? Add categories to help people find your page.
- Contact information:** Add your phone number, email, physical address, and website URL (and double check they are all correct and linking to the right place—this is key information potential visitors need).
- Hours:** Adding hours of operation is essential in terms of helping people plan their visits.
- More:** Add a price range (if applicable), let people know what kind of products you offer, and link to your privacy policy.
- Profile photo:** For most businesses, a logo works best.
- Cover photo (or video):** Choose an image that looks good, isn't stretched out, and doesn't feature too much copy (or any copy).

## INSTAGRAM

Fill out your profile information completely, including:

- Bio:** This should explain a bit about your business and what you do.
- Link:** You can use this to drive traffic to your home page, or another high-profile page on your website; or you can sign up for a low-cost platform that allows you to essentially create a link "landing page" that can point people to multiple places.
- Profile image:** For most businesses, a logo works best.

Creating a Business Profile will give you access to more features, such as the ability to:

- Add a phone number, email address, and physical address

## TWITTER

Fill out your page information completely, including:

- Profile photo:** For most businesses, a logo works best.
- Cover photo:** Choose an image that looks good, isn't stretched out, and doesn't feature too much copy (or any copy).
- Bio:** This should explain a bit about your business and what you do.
- Link:** Include a link to your website.

## SOCIAL MEDIA TIPS

- Make sure you post on a regular basis, even if it's only a couple of times per month. Recent posts show people that your business is still open and active.
- Take frequently asked questions into consideration when posting. People often want to know the details, such as when a tour is offered, how to book a promotion, or how much something costs.
- Consider "pinning" an important post to the top of your Facebook or Twitter profile (both platforms offer this capability).
- Ensure that you have the rights or permission to post to assets (photos, video, graphics) to your page. In the case of user-generated content, always be sure to include credit, and whenever possible, notify the content creator that you've featured their photo/video.

## TOURISM RICHMOND LISTING

Visit the [Tourism Richmond Information Portal \(TRIP\)](#) to update your listing. Your listing appears on VisitRichmondBC.com and can be an important resource for visitors. Some of the most important listing fields to fill out include:

- Description:** character limit of 1000; really think about what visitors and consumers want to know about your business – something short but catchy.
- Address**
- Phone number**
- Images:** A great listing image creates visual impact that can pique the interest of potential visitors.
- Social media links:** Add links to your Facebook, Twitter, and Instagram profiles.
- Amenities:** Visitors can use amenity filters to look for businesses with specific features, such as WiFi, type of cuisine, and parking.

**Not sure how to use TRIP?** Click on the following link for the training guide: <https://bit.ly/2zcEOck>

**Need more help?** Get in touch: Rebecca Wu at [rwu@tourismrichmond.com](mailto:rwu@tourismrichmond.com)

## TRIPADVISOR

Do you have a TripAdvisor account? If not, learn how to claim your TripAdvisor listing here: <https://www.destinationbc.ca/learning-centre/how-to-claim-your-tripadvisor-listing/>

Ensure the following fields are filled out:

- Business Name:** Ensure your official business name is consistent with the business name listed on your website and social media profiles.
- Address:** Provide your complete address, including postal code and city, so visitors know where to find you.
- Description:** Let your **potential** visitors know who you are and what you can offer. Keep it short and concise.
- Hours of operation:** Keep your hours up-to-date. Visitors rely on this information to plan their visit.
- Photo:** Upload a high-resolution photo that represents your business. If you are a restaurant, consider uploading a signature dish that will attract attention.

## GOOGLE LISTING

Have you claimed your Google listing? If not, feel free to contact Rebecca Wu at [rwu@tourismrichmond.com](mailto:rwu@tourismrichmond.com) for assistance.

After you have claimed your listing, you can access the Google My Business portal. In the portal, you can add the following:

- Business description:** up to 750 characters with keywords about your business. Think about which keywords a visitor would type in to find your business.
- High resolution photos:** logo, cover photo, product/service/venue photos
- Physical address:** it will be pulled into Google Maps
- Contact phone number:** make sure this is correct, it's a clickable number on mobile devices!
- Add or update operational hours:** this is especially important when you are operating under a special schedule, or you are temporarily closed.
- Add links:** website link, reservation link, or links to food delivery services such as foodora, Uber Eats, SkipTheDishes, etc.
- Add Social media handles:** include your Twitter, Facebook, and Instagram handles.
- Add Posts:** about products, special offers, events, and what's new with your business.

Please click on the following link to view the Google My Business toolkit: <https://bit.ly/3dboujo>.

## YOUR OWN WEBSITE

- Keep your home page updated:** post information on any new safety procedures and protocols you have in place (or links to such information).
- Update your hours of operation** if they have changed.
- Consider creating an FAQs section** or page if you find you're getting a lot of questions about something in particular. For example, whether or not the full menu is still being offered at your restaurant, or whether or not returns will be accepted at your shop.