

# How to Market Yourself



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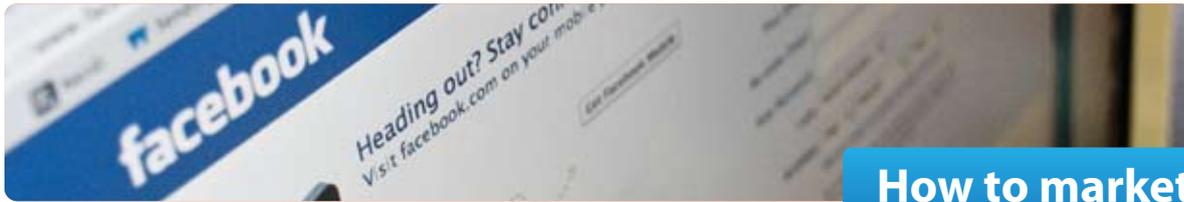


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## How to market yourself

### 1.0 Introduction into Internet Marketing

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**The Internet has completely revolutionised marketing communication and made sourcing prospect clients of your own more accessible than ever imagined 10 years ago. It has dramatically increased the ability to get your brand known too and not just to anybody, but to a specific target audience relevant to you. There are many internet marketing tactics you could start using (and if you are already using, then start to use properly).**

These include:

- Social media; with the likes of Facebook, Twitter, Google Plus, You Tube and LinkedIn
- Email marketing
- Search marketing and building your own website.

However, we now take this for granted as both a business and a personal communication tool, and it is now seen as an everyday means of communication. There is a number of ways you can utilise the internet to help you grow your business, build awareness and encompass leads.

#### Social Media

There has been a new communication concept which has changed the world which is 'social media'. It's fair to say that not everybody has embraced social media, some still feel it is a tool to be used to communicate purely with friends and not as a business tool.

Social media websites such as LinkedIn, which was originally created for business use, provide a valuable additional communication tool for all types of businesses – but tell someone that you can use social networking sites such as Twitter or Facebook as a means of communicating about business as well, and they will probably look at you as if you're a little mad!

The reality is though, that business is all about interacting with people – in a way which suits them. If you want to make more people aware of your services or products, you can't always expect them to seek you out. Instead you have to find them, wherever they are, and if your customers are on social networking sites – well, that's where you need to be, so that they can find you, even if they didn't know they were looking for you.

Social networking now counts for 11% of all time spent online, with users spending 5.5 hours per month on these types of sites.



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### 2.0 Contractors Guide to using Facebook

**Facebook must surely be the greatest social media success story of them all. As of August 2010, a staggering 45% of the UK population now has a Facebook profile, some 25m UK members in total.**

Historically it did start out as simply a personal networking site, but more and more now, businesses of all types are setting up their own Facebook profiles as well. Even to the extent that companies are no longer listing their web addresses on adverts, but instead asking people to join them on Facebook!

Facebook is completely free to join so there is no reason not to join.

According to Facebook's own statistics more than 1.5 million local businesses have active pages on Facebook. For contractors and business owners, this means Facebook is definitely a way to spread your company's message, build community and loyalty amongst your customers, and ultimately increase your sales.

**Firstly you need to set up your Facebook business page.** Even if you have a personal Facebook profile, it is best to set up a separate one for your business. It is unprofessional to try to mix a business page and a personal page – as I am sure you would agree that the two are totally separate.

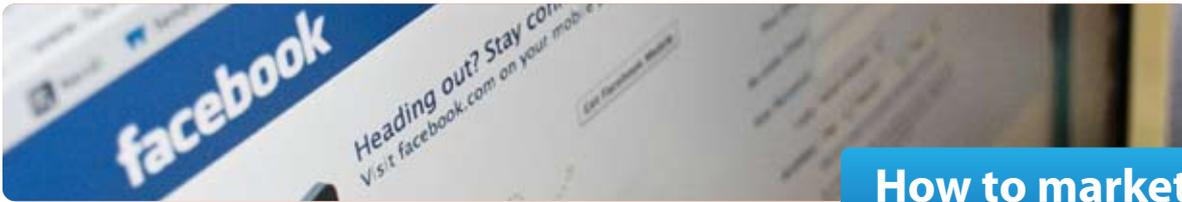
It is essential for your prospect clients, customers and the Facebook community to see your business in the most encouraging way possible. By keeping your business and personal information separate, building your pages professionally, and posting 'relevant' content your audience will want to read, you can create authoritative relationships on Facebook that positively impact your company's bottom line.

The steps to setting up your own Business page are easy:

- You must have a personal Facebook profile in order to make a business one – if you don't simply register for free online.
- You must use your own personal Facebook profile to set up your Business page – You need to assign an 'administrator' for the business site, this is the person who will control posts, comments and likes.
- Click on the Create a page link – this can be found on the Facebook homepage or in the 'help' section of the site.
- Ensure to make your business page 'public' by clicking this option in your settings.

Now that you have a business page, you now need to customise your page. The basic Facebook applications available when creating your business page are as follows, however you can add more should you want to:

- **Discussion Board:** Enables your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want.
- **Events:** Promote your gatherings or let people know about upcoming business events.
- **Notes:** Share your business news or engage your fans through written entries.
- **Photos:** Upload photos to your page promoting your products or business service. This is also where you can upload your company logo and tag this as your 'profile picture'.



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- **Reviews:** Fans and customers can leave honest opinions about your business.
- **Video:** A high-quality video platform - this is useful for demonstration.
- **Wall:** The Wall is an open forum for your fans or friends to leave comments, thoughts, and ideas about you on your Page or Profile.

You control what you would like users to see and the posts included, your individual posts on Facebook are not ranked in Google searches, but your profile is ranked. How you name your business page is critical for ranking purposes. If you are a business owner you should name your page in such a way that there's no question what your company does, as in 'Ellie Beauty Corporation, Complete Hair, Make Up and Fashion advisor.'

Once this is complete you are ready to move onto the third part which is searching for relevant people and adding them as friends. Start by adding people you know as they will naturally help you kick off your Facebook community.

We suggest you add the Facebook icon to your work email signature and hyperlink it to your page.

It is a good idea to add your Facebook logo to your website and syncing your Facebook page to your Twitter account, which will help cross market your different social media channels.

Join other communities similar to yours and participate on discussions and groups.

Be sure to update your page regularly. We suggest at least twice a week.

You can update useful links relating industry news from your field, or upload testimonials your clients leave for you. Links to useful websites where important stats relating to your field will add both credibility and validity to your posts and in turn have a positive impression on you and the knowledge you are reflecting (or recycling). A lot of the content you upload on Facebook can also be posted on Twitter and LinkedIn too by shortening the link which we will come on to later on.

You should use this opportunity to communicate to your social links anything positive that has effected your company. For example a large order, the release of a new products or service you are offering or an event you are attending. Take pictures and post them.

Your business page should capture your personality and your brand. Always respond to any queries. For a more advanced use of Facebook you could start looking into Facebook advertising which is a popular way of generating increased awareness to your brand.



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### 3.0 Contractors Guide to using LinkedIn:

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**There are over 15 million live LinkedIn accounts in the UK at the moment and the figure is constantly growing. Worldwide there are 277 million people on LinkedIn. So how can we use LinkedIn? Read on for more:**

The primary use for a contractor to utilise LinkedIn is for finding a new contract of course. You can search for jobs and many of the large multinationals even let you apply via LinkedIn or would simply redirect you off to their preferred application method on their website.

A very visible profile is critical and aids your name appearing higher when someone searches for an individual with your skills. So let's take a look at how you can make your page more visible:

Firstly make sure the setup of your LinkedIn account is 100% complete; from your education information, latest 3 appointments, dates of employment, skills, website links, a profile picture (which should ideally be your logo or a professional picture of you in a suit), a personal summary and at least 3 recommendations. You need to ask for a recommendation from one of your existing connections using the following method:

Click on:

- Profile
- Recommendations
- Request Recommendations

If someone has already written a recommendation for you outside of LinkedIn, you can forward a copy of their document and ask if they might be kind enough to upload one online as part of LinkedIn.

**How to Manage LinkedIn Recommendations:** You'll be able to manage recommendations you've received and ask colleagues, clients, managers, and employees, and others who can recommend your work for a reference.

When you receive a recommendation, you'll get notified via email, you'll be able to view the recommendation and request a revision, if necessary. If for some reason you don't want the recommendation on your profile, you don't have to publish it.

**How Not to Get a Reference On LinkedIn:** One important note - don't ask people you don't know for recommendations. I received an email message recently that said "I wouldn't mind a few words of recommendation if any of you know me." That's not how to ask for a recommendation, even if you know someone. I didn't know the person, so there was no way I could recommend them. Even if I did know them, I wouldn't spend my time composing a recommendation for someone who didn't have the courtesy to ask me personally to recommend them would you?

If you have more connections than an equivalent contractor, you will appear higher up the results list - another reason for increasing your connections. So start connecting and adding people to your network. Only add people you know or want to get to know. Beware they do not have an obligation to accept your invitation.

Join groups that are related to you and your field. Some groups need to accept you before you have the right to be a member, however once you are in the group start actively participating in group discussion, where ever possible.



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### **Ways of increasing your connections:**

Just like with Facebook, you can insert the LinkedIn icon into your work signature and your website too. You may choose to include it in any leaflets you produce and of course your business card as well. Perhaps you want to create a QR code for your profile making it much easier for people to find. You can create a QR code for free right here: <https://www.the-qrcode-generator.com/> When you make a new connection, review their connections to see if they have any that you know, if so invite them to be your connection too.

### **Answer Questions and take part in Discussions**

LinkedIn favours participators. It automatically gives you a higher ranking in search results if you are seen as a 'participator'. Your connections would get to know you as your contributions of this kind are highlighted to them.

Use the LinkedIn Search capability on Answers, or browse the categories to find questions that you can answer. Then answer them. 1 or 2 a week is sufficient. In the usual Social Media way, before you launch yourself into this, look and listen first. Have a look at some Closed Questions (Questions are left open to answers for a finite period, then closed, so that no more answers can be provided) that you could have answered. Review the Answers provided, review the ratings provided by the questioner of the Answers and get a feel for what kind of answer people are looking for.

### **Use the right words to describe yourself**

Activities worth considering are:

- After you have completed your profile to your satisfaction, look at the profile of colleagues with similar backgrounds. If they have described some competency, and you feel: "I can do that!" make sure that your profile reflects the fact. To use the alleged and controversial catch phrase of Knowledge Managers: "Steal with Pride".
- Look at LinkedIn Job Adverts for permanent or contract roles that you could apply for and look at the keywords they use. Check out how well you come out in the search results when using the keyword. Amend your profile accordingly.
- Repetition of use of a keyword seems to increase your position in the search results.

### **Update your status at least twice a week**

As you come to the end of an assignment, this is a particularly important time to update your LinkedIn Status:

"My role here is nearly complete. I have met a lot of new people and added to my tread of experience. It is that repeated time to start looking for my next assignment. Ideally I'd like to work on a similar project to what I worked on in xxxx and ideally based in North London."

Other times just a short post is all that is necessary.

"I shall be attending the Microsoft IT conference in London Olympia next week and am really looking forward to it"

Do remember that the activity above is designed to help you land the next contracting role of your dreams by assisting you with landing an interview.

LinkedIn is a fantastic snooping tool to look, snoop and investigate the organisation and the people you are going to meet in the interview and eventually work with too, giving you a vague indication of the culture and work environment. It also helps people get an idea about you Use your LinkedIn page to showcase some of your work especially if you are in the creative industry adding prestige to your name and aura prior to stepping foot into that interview room.



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### 4.0 Contractor guide to using Twitter:

There are over 19 million users using Twitter in the UK today. Most people see Twitter as a mini news feed and socially it's known for letting people know what they are up to. Here is an interesting fact for you; 40% of all people who use twitter, tweet, re-tweet and read updates on thier phone. That's a staggering amount making Twitter arguably one of the most viewed social media platforms in the UK due to the fact you are on your phone more often than you are on your PC (outside of work that is)

Firstly you can read about the art of twitter, see some terrific examples and look through the tools that you will need right here:

<https://business.twitter.com/twitter-basics>

Twitter has stated that almost half of its users worldwide prefer to read, rather than send out tweets themselves. This is even more of a reason to tweet and give others more to read about.

#### Character limits:

Twitter has a maximum amount of characters to use for a tweet. This is capped at 140. You may decide to use the 140 characters to tweet about what you are currently doing:

*'I'm on my route to the last day of my assignment. Sad to leave. Got to work on a great project.'*

Or you may decide to tweet a link to an article or your website. Earlier we spoke about shortening your links to save on characters in your tweets. A very popular site used to do this is called bit.ly which has grown immensely in popularity over the years allowing you more space to write because it shortens links you may wish to upload. You can create a free bit.ly account right here: [https://bitly.com/a/sign\\_up](https://bitly.com/a/sign_up) you could also use a website called ow.ly the link to this is <http://ow.ly/url/shorten-url> they both do the job brilliantly.

You can use bit.ly or ow.ly to shorten links to all sorts of things. It does not just need to be links to articles and other websites, you can tweet links to blogs, other social media pages, photos and videos too.

#### Getting started:

Firstly you need to set up a twitter account. It is suggested that you start to follow people (and businesses alike) that are relevant to your line of work. Then you need to get people to 'follow' you. The best way to get followers is to follow companies relevant to your business, and of course start 'Tweeting'.

Now, you may be thinking, why would I follow a competitor or a similar company to mine and how will this help get me followers? Well, some of the benefits are:

- You can view what your competitors are tweeting about - this is a good starting point to understanding how twitter works, what type of language is used, length of tweets and the type of topics that are making their page so popular.
- You can view the followers - meaning should you feel that certain followers would be interested in your service, you can follow them and in return they should follow you.
- You can 're-tweet' a post that you and your target customers may find interesting - should you supply useful information (even if it is not your own) followers will realise you are there to help and not just to get a sale, one of the most successful ways of being memorable to potential customers.



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- You can supply feedback to people or businesses you are following - Should a follower ask a question relating to a relevant tweet, you can answer this. Meaning you add more credibility to you and your business.

Now, once people start following you, you'll need to keep them interested. Posting messages about your daily life is one thing, but if you're using Twitter as a business tool, you'll want to stick to business type Tweets such as:

- Special offers
- New articles
- Hints and tips
- Upcoming events or exhibitions

We recommend you add one 'tweet' a day in order to keep followers interested.

It can be tough to keep remembering to Tweet if you're not used to doing it. A helpful tool here is one of the many mobile phone applications which let you post messages from wherever you are – so you don't need to be at your PC to do it.

### More advanced options

Once you are more familiar with your Twitter account, we recommend some more advanced options to further increase your chances of gaining more followers and interest to your business:

- Hash tagging - A #tag (hash tag) is added into a tweet so that people can find you and your post that much easier. For example if you were looking for an IT contract, by adding #IT to the end of that tweet, anybody searching for a IT contracts in your profession will see it.
- Review your follower list regularly
- Add Twitter logo to all external and internal communication- Website, Blog, LinkedIn and email signatures - Adding a 'follow us' icon will only increase the chances of getting more followers and visitors to your Twitter page.

Please note twitter have recently updated there visual appearance taking a slightly more profile picture type of angle (like how Facebook have) this allows you to 'pin' tweets making the more important tweets larger in size, more visible and more prominent.



## How to market yourself

### 6.0 Building your website

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#### **Why should I make a website?**

Anyone who has knowledge to share can benefit from a website and in today's declining economy you need every advantage you can to showcase yourself and your area of expertise in order to help you secure your next contract.

Websites can be used to promote your work experience for an upcoming job interview, showcase artistic creations, it can highlight a product or service you offer and it can also get you acquainted with individuals who have similar interests and hobbies.

Being "online" also makes you global and allows you to advertise worldwide. By having a website you allow potential customers and employers to find you 24 hours a day, 7 days a week, 365 days a year.

If you've ever considered having your own website but don't have one yet, then we suggest you pursue that thought immediately! Actually, the question is why wouldn't you have a website? Here's Reasons To Start A Website;

#### **It's Your Online Virtual Property.**

The moment you get your own domain name, you've secured an online virtual address that nobody can take. It's like being able to choose your own home address, and keeping that address for as long as you want. And no matter where you move, people will always find your home because of your address.

#### **We Are All Going Online.**

Let's face it, every single thing is online now. Everything! You want a movie, stream it online. You want some lunch, get it delivered to you directly by purchasing it online. You want a spouse, bam, online love. It's all online.

Global Reach and Beyond.

If you want to reach out to many people, you must go online. You need to expand your audience, or online presence!

#### **Your Website Never Sleeps.**

You could be on vacation, taking a nap, spending time with your loved ones, or travelling across the world. But your website will never sleep.

#### **Online Portfolio.**

Are you a creative individual or a person who has a lot to say? Then you seriously need your own website. We are not talking about just having a Facebook, or online journal. You must have your own website or blog that you own yourself. Because every time you publish something on your website, you are building your portfolio which is getting indexed in search engines such as Google, Yahoo or Bing, for people to see. And you own it. The difference between your own website and using free services like Facebook is that at any moment you could lose all your hard work, because you're using their free services.

#### **Share With Others Your Story**

You can use your website to document your life and share with people your career path and corporate portfolio. You would be surprised at how many people you could reach out to and touch, just by telling a story. This is why forums are also very popular.

#### **Keeping Up With The Next Generation**

Truth be told, we're all getting older by the second. 'Generation Apple' are moving at the speed of light and starting to play with the iPad at the age of 1. Having your own website will allow you to utilize technology and allow you to keep up with everyone else.



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### What are your options for building a website?

You could:

- **DIY – You could do it your self**
- **You could pay a professional to do it for you.** You could use a website a called PPH ([People Per Hour](#)) whereby you put a post stating the details and complexity of the website you want. Then professionals that are interested in building and making your website can make bids, then you have to accept or decline.

### What else is involved?

Apart of setting up your own website you will need to purchase and own a domain name. This domain name needed to be hosted on a server somewhere. You can buy domain names for next to nothing using websites such as [www.godaddy.com](http://www.godaddy.com)

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These guide lines are intended to be a rough starter guide for those of you who have not used social media or online channels before or are not familiar with how to utilise social media or online platforms to its full capacity. For a more in-depth tutorial, guidance or instructions please contact an online marketing communications expert.

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