



# Facebook (Organic & Paid)

## Organic

- Post consistently on your profile, page, and in niche groups
- Use short-form video (Reels) with trending sounds
- Ask questions, share tips, and use polls to spark engagement
- Go live to connect with your audience in real time

## Paid

- Run targeted ads promoting a freebie, offer, or product
- Use custom audiences: website visitors, email list, and video watchers
- Test different images, videos, and copy to find what works best
- Retarget people who engaged but didn't take action

# Google (Search + Display Ads)

## Google Ads

- Target keywords related to what your audience is searching for
- Show ads on websites your audience visits using Google Display Network
- Use location targeting if your business is tied to a region

Focus on clear, relevant landing pages to lower ad costs

## YouTube & Short-Form Video

- Post YouTube videos or Shorts answering common questions or sharing tips
- Use keyword-friendly titles and engaging thumbnails
- Add your link in the description or as a pinned comment
- Encourage likes, comments, and shares to boost visibility.

# SEO (Search Engine Optimization)



## On-Page SEO

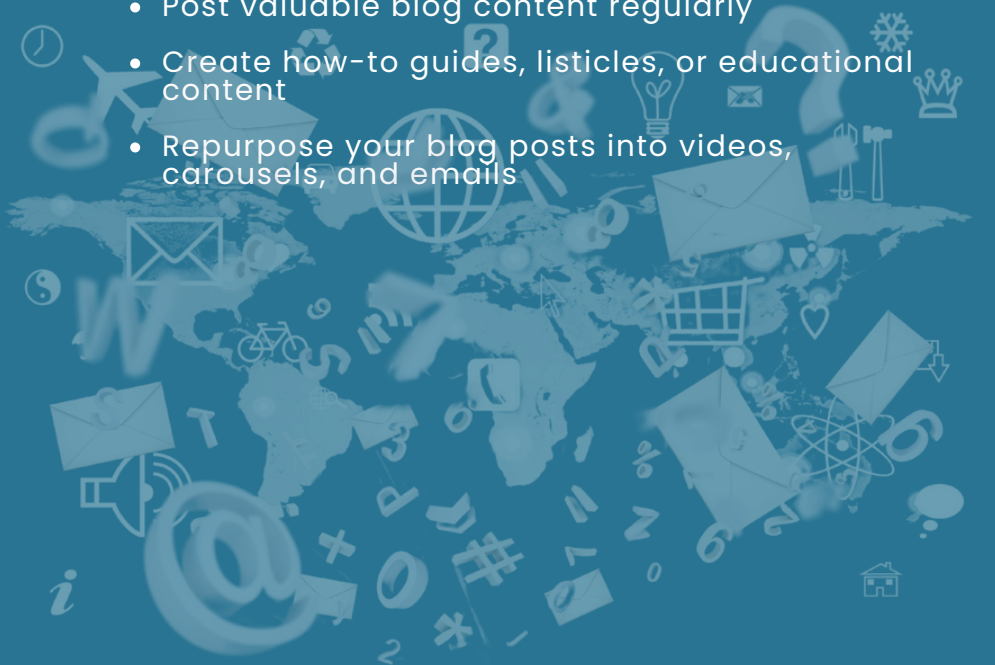
- Use keywords people search for in your page titles, blogs, and headlines
- Add images, internal links, and clear calls to action
- Make sure your website is mobile-friendly and fast-loading

## Off-Page SEO

- Get listed in online directories
- Partner with other sites or creators for backlinks
- Encourage reviews on Google and other platforms

## Content Strategy

- Post valuable blog content regularly
- Create how-to guides, listicles, or educational content
- Repurpose your blog posts into videos, carousels, and emails



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# Email Marketing

- Offer a freebie (guide, checklist, discount, etc.) in exchange for emails
- Send consistent value-based emails (educational, entertaining, or exclusive offers)
- Include links back to your products, content, or services
- Clean your list regularly to boost open rates and deliverability

