

Online Presence For Business Managers

3 Things Every Business Manager Needs To Know About Online Presence and Business Branding

The world is changing so rapidly that it can be difficult to keep up with what's happening. One of the most drastic changes has been the rise of social media presence and how businesses are using these platforms for marketing product and services purposes. This article will help you understand three things every business manager needs to know about online presence and business.

1. What is your online presence and why should you care about it
2. Google My Business
3. Facebook Business Page
4. LinkedIn Company Page

What is your online presence and why should you care about it

The online presence for your business is determined by the online presence that you have established for your brand. It has less to do with the websites you design and more to do with your online presence on social media. It's important to keep a steady online presence because people often assume that the online content represents the company as a whole. Business managers need to understand their online brand so they can create a strategy for which platforms to use as well as how best to utilize those platforms.

Google My Business

A Google My Business account is an online business listing that you can create and edit for free. It's important to make sure your online business listings are up-to-date and accurate because this is what customers and potential customers will see when they search online. To start, just enter your company name into the top right of [google.com/business](https://www.google.com/business) or click on "Get Your Company Profile" in the bottom left corner of the page after signing in with Gmail. You'll be taken through a few steps where you can add as much or as little information about your company as you want, including contact info, directions, hours of operation, photos from inside your office space (or recent events), videos from within the last year (on YouTube) and much more.

Google My Business can help with local businesses by providing content and your industry details so that it can appear in a local google search. It also creates a Google Map pin which helps build your online presence.

Google Maps (part of Google My Business)

Google Maps is an online map service owned by Google. The interactive map features satellite, mapping with terrain, street maps, hybrid, 360° panoramic views of streets (Street View), "photospheres" with 360° panoramic imitations of its surroundings (Photo Sphere), real-time traffic conditions, Wikipedia entries with information about the location clicked on, online business listings associated with certain locations, and listings for public transport routes.

Google Adwords Express (part of Google My Business)

Google has this online marketing service called Google Adwords Express. It's designed for small budgets and it is a good online marketing tool for businesses. It's easy to set up and it helps you manage your online exposure. You can choose the budget that works best for your company and also use keywords that might

target your audience. This online marketing service can help you with online exposure and help further grow your online presence in the community.

Facebook Business Page

A Facebook Business page is your online presence on Facebook (B2C). It's not necessarily for businesses; it has become an online hub where friends can get updates about their favorite companies, products, celebrities, etc... It provides the opportunity to share information with your customers or potential customers. You can update your page as often or as infrequently as necessary and you can cross-promote it on your other online profiles.

Facebook Ads (requires a Facebook Business Page)

Facebook Ads are online ads that you can create and target online users. The online ads will appear on mobile devices, PCs, and mobile apps. The online ads will show up in the right column on Facebook and it's becoming one of the most well-known ways to advertise online. To start off creating your online ads for Facebook, go to **facebook.com/ads**. This online tool is used for online marketing campaigns and is easy to use if you know what you're looking for online. It even has a feature that lets you see how many people will see your online ad campaign before it starts so there is no mystery when it comes to advertising on Facebook.

Facebook Custom Audience

Facebook Custom Audiences are online ads that let you target online users who have previously visited your site. You can upload a list of email addresses to Facebook or create an online form to collect email addresses for this advertising tool. The online ads will then show up in the right column on Facebook and it's becoming one of the most well-known ways to advertise online. For example, you could select "female over 19" as your audience criteria and create an online ad for a perfume company targeting women within that age range who have visited their website.

LinkedIn Company Page

The LinkedIn company page is the online presence on LinkedIn (B2B). As one of the most popular online platforms, having a company page on LinkedIn strengthens your online presence and credibility as an expert. Your company page is separate from your personal LinkedIn profile and vice versa. While it's important for business managers to update their online profiles frequently, it's especially important if you have a company page because online audiences are expecting updates on the latest business news or marketing campaigns.

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Conclusion

By understanding the online presence and online brand awareness for their company, business managers can create a strategy that will work best for them. Choose the social media channel that suits your ideal audience. Online audiences are expecting updates on the latest news or marketing campaigns so it's important to keep your online profiles updated with fresh content. If you're struggling to find time between managing employees, running errands, and overseeing operations then let us know! Our team of experts is ready and waiting to partner with you to ensure you have an online profile that accurately represents who your company is as well as what offerings they offer. Contact our team today if this sounds like something you need help with!