

Enhancing the Online Presence of a Small Business: A Comprehensive Breakdown

From a Single Follower to a Growing Digital Footprint

Initial State

When I first started working with the small business, its online presence was minimal, with only a Facebook account that had one follower.

Progress and Growth

Facebook Growth

The brand now has 16 followers and is gaining at least 3 followers every month. This improvement demonstrates a steady growth in engagement and reach. I have been running ads at least once a month to gain more engagement.

Google Landing Page

A Google landing page was created to showcase images of completed work. This page serves as a visual portfolio, attracting potential customers and showcasing the quality of the business's services. For individuals who may not have a Social Media account.

Expansion to Other Platforms

To increase the business's visibility and accessibility, I helped establish its presence on several other platforms:

- Nextdoor: This platform allows homeowners in the neighborhood to connect with the business and inquire about services.
- Angi: By listing the business on Angi, potential clients can easily find and review the business, enhancing credibility and trust.
- Yelp: Yelp is another platform where homeowners can find the business, read reviews, and request quotes.

These platforms are crucial in helping the business reach a broader audience and provide multiple avenues for potential customers to find and engage with the business.

Instagram Presence

The business has also established a presence on Instagram, a platform that allows for visual storytelling and direct interaction with followers. By posting images of completed projects and behind-the-scenes content, the business engages its audience and attracts new followers.

Conclusion

Through these strategic steps, the small business has significantly enhanced its online presence. Starting from a single follower on Facebook, the brand now enjoys a growing digital footprint across multiple platforms. This comprehensive approach has not only increased visibility but also created multiple touchpoints for potential customers to connect with the business and request services.