



How To Set Up Your Business For Maximum Exposure & Maximum Success

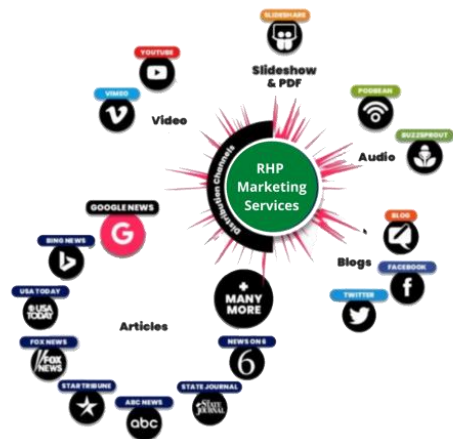
1. Create a website and have it optimized for mobile devices.
2. Create a business logo.
3. Think of what color(s) you want your business branded as, if you don't have one.
4. Think of what font style(s) you want your text to be across all marketing mediums.
5. Create a Google My Business (GMB) listing.
6. Create a Facebook, LinkedIn and Instagram account.
7. Create Citations (NAP) in all the most popular directories.
8. Create business cards, company brochures, etc.

Marketing Strategies

- Create a social marketing strategy to do daily postings across the social platforms.
- Create a marketing campaign to expose your business across 300+ platforms using multiple mediums.
- Create a video marketing campaign.
- Create an email marketing campaign to generate leads.
- Repair any negative reviews and/or create as many as possible 5 star reviews.
- Create a QR Code for your business to include on your hard copy marketing material and marketing campaigns.

Why use QR Codes?

Enter a contest to win
Deliver a discount coupon
Download a free eBook
Talk to a live agent



Take a virtual tour
Demonstrate a product or service with video
Download a free mp3
Get VIP access
Use it as a virtual business card to share contact information.
Send a pre-set text message to a predetermined recipient.
Use QR Codes as a contactless menu at restaurants.
Draft a complete mail with subject and recipient for the user to hit send.
QR Code Payments
Use it to call a number
Use it reveal discounts or coupon codes
Send location coordinates using Google Maps or Waze
Add an event to the calendar along with a reminder
Automatically connect to the store's Wi-Fi
Follow a profile on social media
Direct users to the app store to download an app

Marketing your business can be expensive, but it doesn't have to be. The key is to market/advertise your business consistently across many platforms. It is time-consuming and that is why most businesses don't do it. Out-sourcing it to a company like mine may be the answer.

Contact me at <https://www.rhp-marketing-services.com/contact-us> or text me at 403-615-2982.

Have an awesome day.

Robert H. Payne