Arrow

LinkedIn

- Main reason: To connect with customers
- Type of content: Links and info which help them do their job
- Importance: 1
- Suggested frequency of updates: Weekly
- Advertising: Targeted ads and boosted posts
- Traditional sales tool most related to: Sales Reps

Facebook

- Main reason: To connect with people on a personal level
- Type of content: Shareable content – interesting / entertaining
- Importance: 2
- Suggested frequency of updates: Between daily and weekly
- Advertising: Targeted ads and boosted posts
- Traditional sales tool most related to: Call Centre / Reception

Google+

- Main reason: To boost your search engine rankings
- Type of content: Re-posting content from other platforms
- Importance: 3
- Suggested frequency of updates: Each time you post on other platforms
- Advertising: None (but Google ads are flexible and powerful)
- Traditional sales tool most related to: Advertising

Google My Business

- Main reason: To improve your search engine results (and local rankings)
- Type of content: Business updates, general info, photos and events
- Importance: 4
- Suggested frequency of updates: Weekly
- Advertising: None
- Traditional sales tool most related to: Yellow Pages

YouTube

- Main reason: To demonstrate your product(s) and expertise
- Type of content: 3-5 minute videos
- Importance: 5
- Suggested frequency of updates: Monthly
- Advertising: Cost-effective, targeted ads
- Traditional sales tool most related to: Technical Demonstrations

Arrow

Twitter

- Main reason: To join in with your customers
- Type of content: Snappy updates and links to content
- Importance: 6
- Suggested frequency of updates: Many per day during a relevant event
- Advertising: Boosted tweets and targeted ads
- Traditional sales tool most related to: Spruikers

Instagram

- Main reason: To show off the beauty of your product(s)
- Type of content: Eye-catching photos with captions
- Importance: 7
- Suggested frequency of updates: Weekly
- Advertising: Boosted posts and targeted ads
- Traditional sales tool most related to: Display Posters

SlideShare

- Main reason: To prove you are the subject matter expert
- Type of content: Self-explanatory presentations
- Importance: 8
  Suggested frequency of updates: When relevant
- Advertising: Display ads and email newsletters
- Traditional sales tool most related to: Corporate Presentations

Pinterest

- Main reason: To present a new approach
- Type of content: Photos and graphics
- Importance: 9
- Suggested frequency of updates: When relevant
- Advertising: Tracked boosted pins
- Traditional sales tool most related to: Customer Enthusiast Groups