



Seattle
Public
Utilities



King County

Be **RainWise**

Manage your rain water at home

Contractor Skill-Building Webinar: Getting your RainWise Business Online

Presentation Date: Friday May 29th, 2020

Speaker: Dorothy Mulkern, Seattle Public Utilities RainWise Intern

Key Takeaways

- You're on the RainWise website
- Business social media accounts are a time commitment
- Start with one and see how it goes
- Receiving messages online is like getting a phone call
- Ask happy customers for online recommendations
- Take a breath before responding to complaints
- Reach out if you want help

Google

- What is it? Search engine
- Why use it? Have control over how your business shows up when searched in Google
- How to add/claim your business listing on Google:
<https://support.google.com/business/answer/2911778?co=GENIE.Platform%3DDesktop&hl=en>

Facebook

- What is it? The largest social media platform in the world.
- Why use it? Use a tool you already know, build an online community interested in your business, build brand awareness, promote events, etc.
- How to set up a Facebook business page: <https://www.facebook.com/business/pages/set-up>

LinkedIn

- What is it? A social media site for professionals
- Why use it? Build and manage your professional network, soft sell your business, attract new employees, attract commercial work
- How to set up a LinkedIn profile: <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017>

Yelp

- What is it? Online business directory
- Why use it? Track & respond to customer reviews, promote your website/social media on popular website
- How to claim your business on Yelp: <https://blog.yelp.com/2019/04/ultimate-guide-to-claiming-your-yelp-page>