

Social Bookmarking

Social bookmarking is a simple tool that allows people who have viewed your website to easily share what they have seen and liked with their contacts. Whether you are active on social media or not, this is an invaluable tool that could save you lots of time and money on marketing.

There is no question about it; you should have social bookmarking on your website, so the next point to consider is when you have it, how will you start getting 'likes' to share the valuable content that your website has to offer.

How can I use social bookmarking?

Have you ever clicked on 'like' or 'share' when viewing another company's website content?

Yes

No

What was it about this content that inspired you to click 'like'?

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How could you implement this in your content to get more 'likes'?

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Which of the following people could you ask to click 'like' on your website?

Current customers Colleagues Friends Social media contacts New customers

Many companies have competitions, or free resources available to people who click 'like', is there an incentive that you could offer to encourage others to 'like' your company?

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Are there other companies that you have worked in collaboration with that you could 'like' and ask them to reciprocate?

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