

# 25 NEW IDEAS FOR ONLINE MARKETING

1. Make your homepage simple.
2. Add a photo upload tool to your website.
3. Add other interactivity on your website.
4. Include a photo on social media.
5. Make the photo IN the post, not linked from post.
6. Include video everywhere.
7. Use Facebook Graph Search.
8. Make your followers insiders.
9. Post vendor deals.
10. Use texting for parking situations.
11. Create interactive contests.
12. Be bigger than yourself.

13. Incorporate Instagram.

14. Try IFTTT.

15. Use new Facebook strategies.

16. Use Facebook ad targeting.

17. Promote your sponsors.

18. Use live tweets.

19. Promote your event year around.

20. Use shorter tweets.

21. Use Twitter analytics.

22. Incorporate Pinterest.

23. Have an (email) club.

24. Make your mobile site almost like an app.

25. Have a plan to be responsive.