

Top Tip Tuesday #2 28th August 2018

Welcome to #toptipTuesday, your weekly email from Esther at Online Media Works.



This week's #toptipTuesday comes from Hallam Internet. They offer not one, but ten different digital marketing tips for small businesses. Let me know in the comments which ones you've tried.... Read [more](#)

This week's top insight



This week's insight is about the change on Facebook that reviews have changed to recommendations. What does it mean for your business and what are the options? Read more [here](#)

For your calendar



As a business owner, knowing how social media can bring you new customers and engage with your existing customers is vital.

But which platforms should you use? When is the best time to post? How can you create a robust, measurable social media strategy? You'll leave the day better informed and most importantly armed with the techniques and tools that you'll need to grow your social media presence.

'Kick Start your Social Media' is a 1-day social media training course which will cover a range of topics intended to help small businesses get started with social media and implement strategies in your business. Read [more](#)

Come to the Social Media Cafe! Read [more](#)

Quote of the week



Following on from last week's cake-related [quote](#) and with the start of a new season of [The Great British Bake Off](#) starting this week, enjoy this week's [quote](#)!

Until next week.....

Best wishes

Esther



PS You can still get my two free ebooks [here](#)!

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