

# SOCIAL MEDIA AND GOOGLE PLATFORMS



## WHAT IS SOCi?

SOCi is an all-in-one platform used to manage all of your social media and engage 100s of local search engines, social media, and business reviews.

### Uses:

- Post to all social media platforms all in one place
- Respond to direct messages, post comments, and reviews
- Keep Listings data up to date (Google Business Profile & Directories)
- Stats and insights on your Google Ranking
- Reports on social media performance, top posts, and top videos
- Run ads and boost posts



## WHAT IS A GOOGLE BUSINESS PROFILE?

Your Business Profile is a free tool that allows you to take charge of the way your business appears on Google Search and Maps. With your Business Profile, you can connect with customers, post updates, list your products and services, and more.



## WHAT IS GOOGLE ADS?

Google Ads is a pay-per-click advertising platform owned and operated by Google. It is also the largest and most widely used online advertising network in the world, and millions of businesses use Google Ads to reach new customers and reach their sales, marketing, and revenue goals. Advertisers who choose to use Google Ads can target users across multiple networks.



## WHAT IS META?

Meta Business Suite (Previously Facebook) is a free tool that allows you to manage your Facebook and Instagram accounts (including ads!) in one easy-to-use dashboard. You can manage all accounts you own or administrate through the platform with various tools to make controlling your business's social media presence much easier. Create Posts, Stories, Reels, Boosts, and Ads.

