



Volunteer for a charity event
 Create a weekly video series
 Hire an intern
 Set-up Google Analytics
 Send a press release to local media
 Host a YouTube live broadcast
 Brand your car
 Run a photo competition
 Respond to online reviews
 Write a gift guide
 Set-up a refer-a-friend program
 Become a mentor
 Speak on a podcast
 Refresh your packaging
 Automate your email welcome sequence
 Review & update the Calls to Action on your website
 Start a free monthly newsletter
 Recap industry news in a blog post
 Publish on 'LinkedIn Pulse'
 Learn from 'Google Trends'
 Ensure you have a web page for every product/service
 Tie in with weekly social media themes
 Share industry data visually

Interview a customer
Enter for an award
Join a Twitter chat
Post a video showing how to use your product
Connect with someone new on Twitter
Write brand guidelines
Host a Facebook Live video
Guest post on another website
Set-up Google alerts
Answer a question on 'Quora'
Make a meme
Make a video sharing your values
Use 'Canva' to create social media graphics
Increase your prices
Create limited time products
Get involved with your local community
Self-publish an ebook
Get a branded tattoo
Tell your story in milestones
Donate a branded prize to a local fund-raiser
Give away a free sample
Launch a loyalty scheme
Order some useful branded merchandise
Share a top 10 list
Publish on Slideshare
Share behind-the-scenes photos on social media
Connect with local radio to appear as a guest
Ask for recommendations
Publish a White Paper

HOST A WORKSHOP
SHARE A DAY IN THE LIFE OF YOUR BUSINESS
UPDATE YOUR PRODUCT PHOTOS
RUN A GIVEAWAY
JOIN A TWITTER CHAT
SPONSOR AN EVENT
CREATE A CUSTOM FACEBOOK URL
COMMENT ON ANOTHER COMPANY'S BLOG
GIVE A VIRTUAL TOUR OF YOUR OFFICE ON SOCIAL MEDIA
IDENTIFY & CONNECT WITH AN ONLINE INFLUENCER
ANSWER A FAQ ONLINE
CREATE A COMPANY CHARACTER
SIGN-UP FOR 'HELP A REPORTER OUT' (HARO)
LIST YOUR BUSINESS ON 'GOOGLE BUSINESS'
HOLD AN OPEN DAY
CREATE AN INFOGRAPHIC
ADD A BLOG TO YOUR WEBSITE
INVITE A GUEST AUTHOR TO PUBLISH ON YOUR BLOG
RUN A CAPTION COMPETITION
SHARE INSPIRATIONAL QUOTES
FILM A THANK YOU VIDEO FOR A CUSTOMER
CHECK YOUR GOOGLE ANALYTICS
UPDATE YOUR EXTERNAL SIGNAGE
CREATE A CUSTOMER SERVICE PLAN
USE FACEBOOK EVENTS
COLLABORATE ON GROUP PINBOARDS ON PINTEREST

Send a customer survey
 Publish an article on 'Medium'
 Join a professional organisation
 Review your local free business listings
 Refresh your social media presence
 Create a time lapse video of your production process
 Try social media advertising
 Share a testimonial
 SEO your website
 Introduce wearable merchandise
 Add an email opt-in to your website
 Launch a new product
 Create company-specific #hashtags
 Post a photo to Instagram
 Speak at a local event
 Host a webinar
 Send a postcard to your best customers
 Attend a local networking event
 Update your business cards
 Develop an industry partnership
 Link with National Days & Events
 Regularly promote other businesses
 Create Pinterest boards around your products

