

# An online marketing framework for SMEs

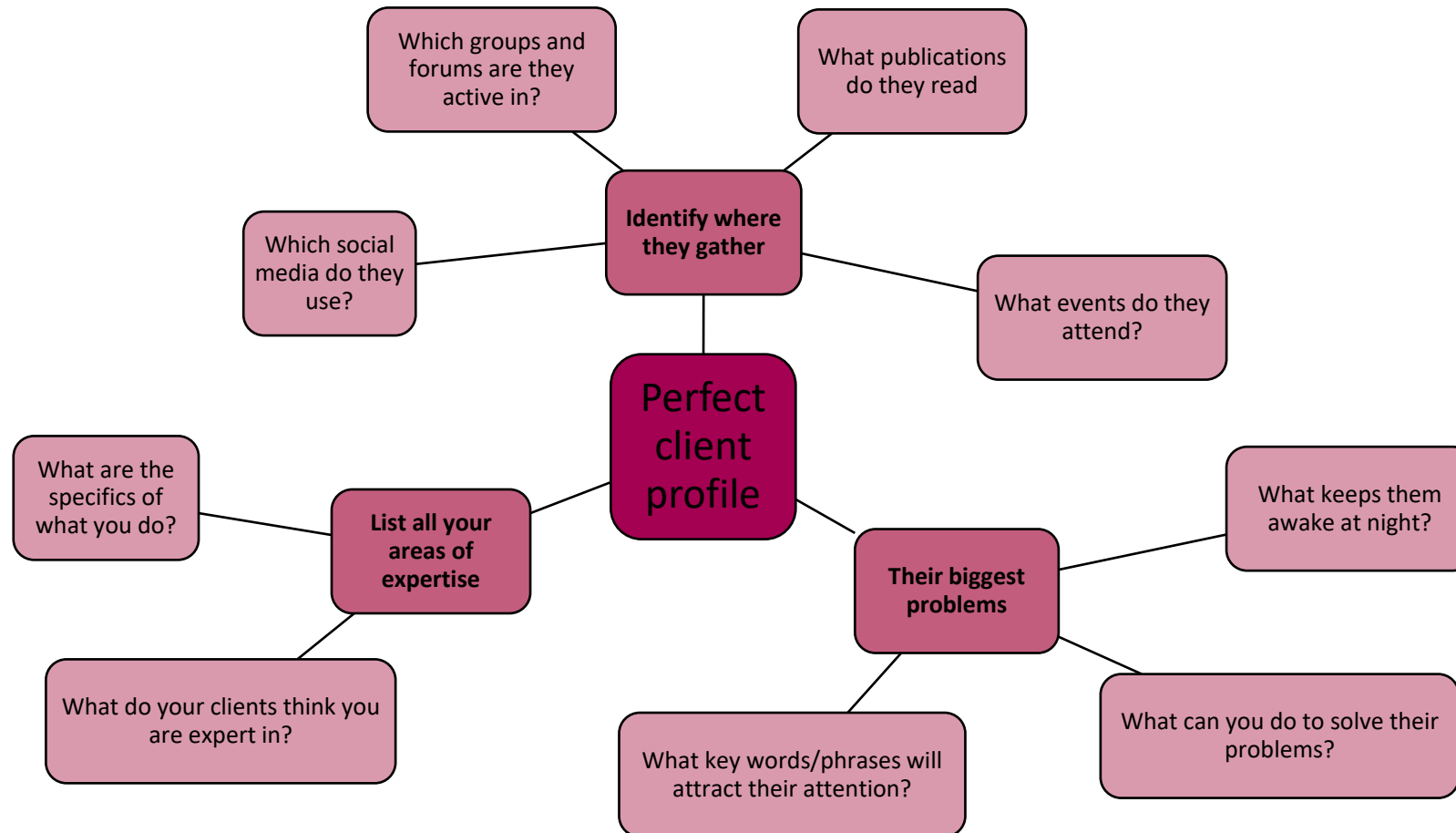


Lesley Morrissey

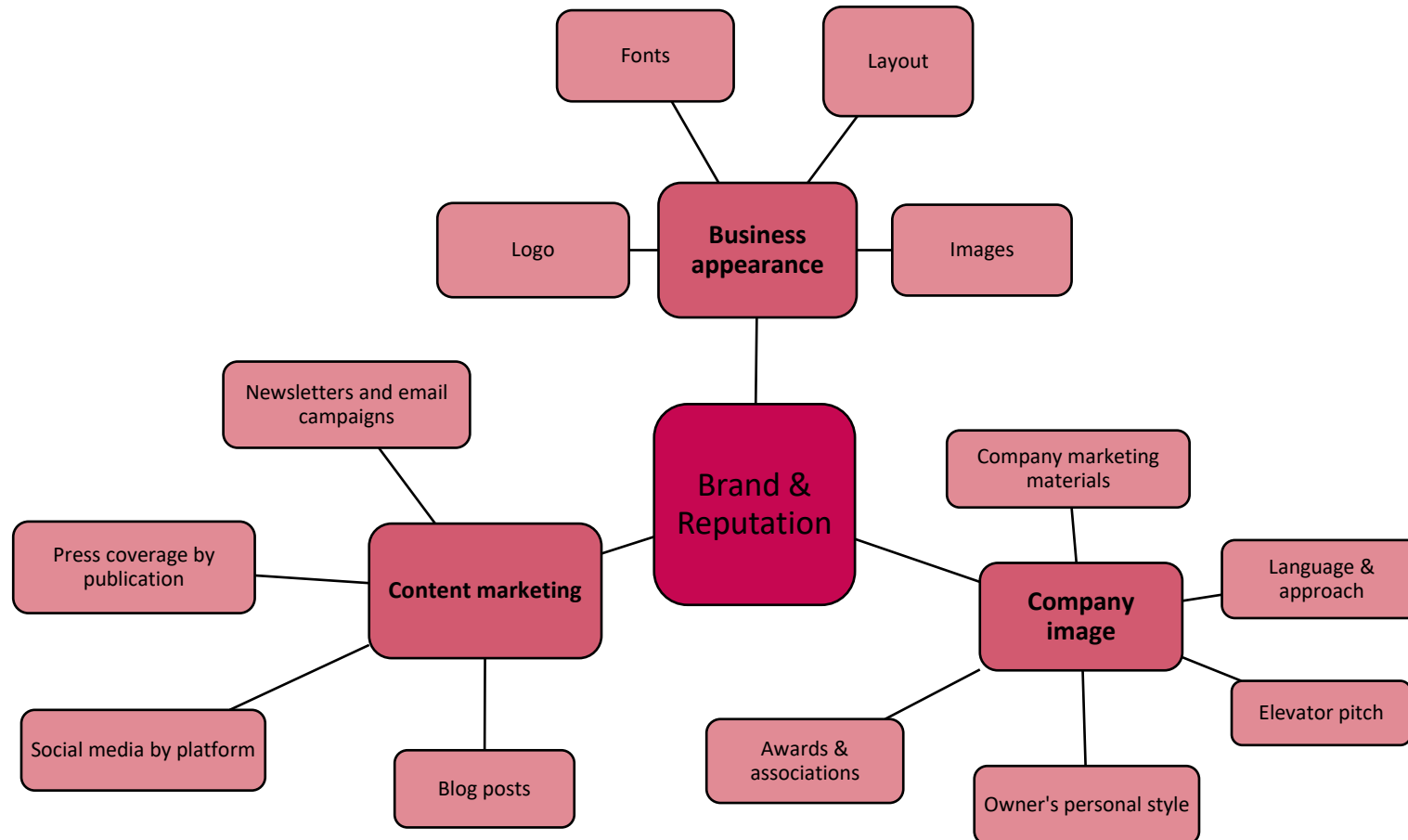
INSIDE NEWS



## Step one – who are you trying to reach?



## Step two – who are you?





## Step three – the RAVE plan

### Reputation

What do you want people to say about you?

What influence tactics will you use on each platform?

### Authority

Who are the industry influencers?

How can you become the go-to person in your business type?

### Visibility

Where are your audience looking?

How often do you want/need to post?

What tools do you need to maintain visibility?

### Expertise

What expertise can you share?

Where will you share it?

What tools will you use to engage with your audience?

*Lesley Morrissey runs Inside News, a boutique agency specialising in reputation marketing. The team focuses on generating content to:*

*Take control of your **Reputation***

*Become the **Authority** in your field*

*Maintain your **Visibility***

*Demonstrate your **Expertise***

*She is a copywriter and an expert in readability. She helps business owners to develop websites that engage, inform and persuade.*

