5) Marketing Your Business Online

Section Promise:
Marketing isn't about chasing algorithms or shouting the loudest. It's about connection—finding the places your people already spend time and showing up there with value. When you do this consistently, you attract the right audience, build trust, and naturally invite them into your world.

This section helps you choose your marketing lane, plan your first content, and create simple systems that bring people closer to your business.

Choose Your Platform

Platform	Best for	First Move
Instagram / TikTok	Short, visual tips	3 Reels + 1 Carousel
YouTube	Evergreen tutorials	1 How-To Video
LinkedIn	B2B leads	2 Authority Posts
Facebook	Groups & discussion	1 Group Post + 3 Comments
NetworQ Social	Community + learning/earning	Intro Post + Weekly Share

7-Day Content Plan

- Day 1 Hook post
- Day 2 Quick win tip
- Day 3 Story/lesson
- Day 4 Carousel/guide
- Day 5 Proof/social post

- Day 6 FAQ
- Day 7 Soft offer