

Content is King for your business:

1 - How can you grab the opportunity to promote your own business and show your expertise?

2 - How can you use Twitter successfully? Do you have a strategy for this and what can you say that will be useful to your audience? If you are self-indulgent on Twitter, how can you reign this in and ensure that what you Tweet is worth saying?

3 - How can you protect and promote the reputation of your business?

4 - What objectives do you want to meet in your business and how can you achieve them?

5 - How can you ensure that the content you produce for your business is engaging and relevant and compels your audience to take action?

6 - Are you damaging your brand? If so, what can you do about it?