
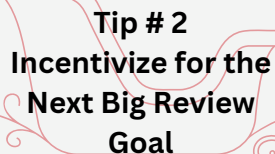


# Ladies of the Lab


## SLEIGH YOUR DIGITAL MARKETING THIS SEASON



**Tip # 1**  
Use Google  
Business Updates



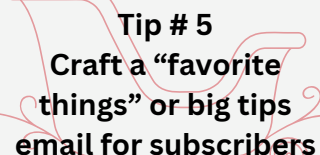
**Tip # 2**  
Incentivize for the  
Next Big Review  
Goal



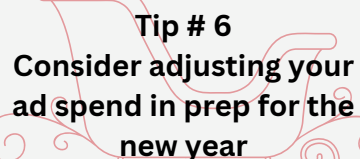
**Tip # 3**  
Optimize website  
for mobile use



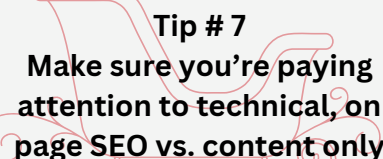
**Tip # 4**  
Ask for people's  
opinion on social  
media



**Tip # 5**  
Craft a "favorite  
things" or big tips  
email for subscribers



**Tip # 6**  
Consider adjusting your  
ad spend in prep for the  
new year



**Tip # 7**  
Make sure you're paying  
attention to technical, on  
page SEO vs. content only