



Alternative Health Digital
Marketing for the *Health and Wellness* Industry

Upgrade your Virtual Image [TEMPLATE]

Ten things you can do to

See yourself as

others see you on-line for the first time.

Neuroscience reminder: *our greatest first impression is visual.*

- Do you have a tagline in your logo?
- Do you have brand colors that match across platforms?
- Does your logo have texture and patterns?
- Are your social media platform feeds branded?
- Does your website match your brand?
- Do you have a letterhead template for .pdf files?

- Do you have a Facebook cover page photo?
- Do you have a Facebook group cover photo?
- Are you updating your profile every 6 months?
- Are you adding experiences to your profile to keep it current?



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