

# Social Media Marketing



The buzz around social media is growing every day. Social media is huge and it's here to stay. Sites like Facebook, Linked in and Yelp offer free and relevant advertising, but do you know how to use it to grow your business? With so many social media sites out there it can feel overwhelming. Unfortunately, you can't afford to be on the outside, looking in. That's where we come in. Our Social Media packages are designed to get you the best results on the most relevant sites for your business. We can help set up your profiles and we'll even teach you insider tips so social media can boost your bottom line. Don't watch from the sidelines- show up and grow your online presence.

# Why Social Media Matters For Your Business

## Local Business Listings



**Google Places:** 20% of searches on Google are related to location. *Place pages* are viewed millions of times a day. Google reaches an average of 148,800 million users each day.

**Yahoo! Local:** Today Yahoo! is the top ranked website on the Internet. Yahoo! has the most registered users out of all the search engines (email, music, games, etc.)

**Bing/MSN Local:** Bing/MSN is the third largest search engine.

## Social Media



### Facebook Fan Page:

- Over 500 Million Users. Many of your customers and prospects are already there.
- Captive Audience. 50% of Facebook users log-in every day. That means you can get your message to them daily.
- Demographic. 35+ are the fastest growing users.
- Viral Marketing: You'll reach your clients & prospects AND their friends and associates.



### LinkedIn:

- The LinkedIn user base consists of 75 million people.
- Good for Businesses that need to reach Business & Corporate Contacts. For example Lawyers, Consultants, Recruiters, Sales Professionals.
- The "six-degrees" nature of the site allows you to reach out to people through already existing connections.
- Allows for Question and Answer inquiries with a professional slant.



### Yelp:

- User based review site.
- Yelp has over 6 million users in the Bay Area, ages 25-45, and 62% earn over 60K/yr.
- Good for Local Small Businesses (retail & service).



### YouTube:

- Over 75% of the US Internet Audience views online videos.
- About 2 billion videos are viewed daily on YouTube.
- Video is a great way to interact with potential customers.



### Twitter:

- 180 million+ Twitter users & 55 million+ "tweets" every day.
- Public Twitter feeds give your business greater exposure in web search results.
- It's more open than Facebook, so it's easier to build a community of potential customers you don't personally know.
- Users are very vocal, so if they are happy with your business, they'll say so.

## Packages

Social Media lets you participate with an extended online community. It's like attending several virtual parties all at once- but how do you want to show up? Select the degree of familiarity from our packages below.

### Casual Acquaintance

\* One-time set up fee **\$395**

If you're looking to cover the most important basics, this plan is for you.

We set up your business listing on the 3 main search engines google, Yahoo! & Bing.

We will set up a Yelp Listing OR Facebook Fan Page- depending which is more suitable for your business.

Also included is a Social Media Training/Workshop where we provide insider tips on how to best use social media to grow your business.

Local Business listings



+

Yelp



OR

Facebook



YAHOO! LOCAL

bing

### Carpooling Buddy

\* One-time set up fee **\$595**

A solid Start. We set up your business listing on the 3 main search engines- Google, Yahoo! & Bing. We setup your Yelp listing too.

We also set up a Facebook Fan Page OR a LinkedIn profile- depending which is more suitable for your business.

We will add links on your website to your social media sites.

Also included is a Social Media Training/Workshop where we provide insider tips on how to best use social media to grow your business.

Local Business listings



+

Yelp



+

Facebook



OR

LinkedIn



YAHOO! LOCAL

bing

### Trusted Friend

\* One-time set up fee **\$795**

If you're serious about ramping up your social media, the Trusted Friend package is for you.

It covers all the major social media outlets for your business.

We also set up your YouTube page + a video OR a Craigslist Ad, depending on which is most appropriate.

We will add links on your website to your social media sites.

Also included is a Social Media Training/Workshop where we provide insider tips on how to best use social media to grow your business.

Local Business listings



+

Facebook



+

LinkedIn



+

Yelp



YAHOO! LOCAL

bing

+

craigslist

OR



# Life of the Party

\* One-time set up fee **\$995**

## Includes ALL options

You're everywhere, all the time!

In addition to the above, we'll synch all your platforms so that whenever you update your Facebook status, it updates your twitter, etc.

### Local Business listings



+

### Facebook



+

### LinkedIn



+

### Yelp



YAHOO! LOCAL

bing

+

### YouTube



+

### Twitter



+

craigslist

## Additional Features

These can be chosen à la carte or added to any of the above packages.

### Twitter



**Twitter:** Includes setting up your twitter account and page.

\$150

### Add Social Media Links to your Website

\$125

### Social Media Training/Workshop

Includes insider tips on how to best use social media to grow your business.

\$125

### Craigslist

craigslist

**Craigslist:** Includes setting up your Ad with text. We'll create a Craigslist account that lets you resubmit your Ads each week.

\$150

### Blog



**Blogger:** Includes Designing a custom blog template branded with your company look/feel, integration with Blogging software, and training you on how to use the blogging software.

\$995

### E-Newsletter



**E-newsletter:** Includes designing a custom newsletter template that matches your branding. We'll also integrate your design with email software (EmailBrain or Constant Contact), and test it on multiple email platforms (Outlook, Gmail, AOL, Yahoo).

\$995

## Package Selection

\* All items below are a one-time set up fee

- Casual Acquaintance \$395       Carpooling Buddy \$595       Trusted Friend \$795       Life of the Party \$995

## Ala Carte

- Local Listing Directories \$250       Yelp \$175       Facebook \$175       LinkedIn \$175       YouTube \$175
- Twitter \$150       Craigslist \$150       Blogger \$995       E-Newsletter \$995
- Social Media Training/Workshop \$125       Add Social Media Links to your Website \$125

## Credit Card Information

- Visa       Mastercard       American Express       Check

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Total Payment Amount: \_\_\_\_\_

Signature: \_\_\_\_\_