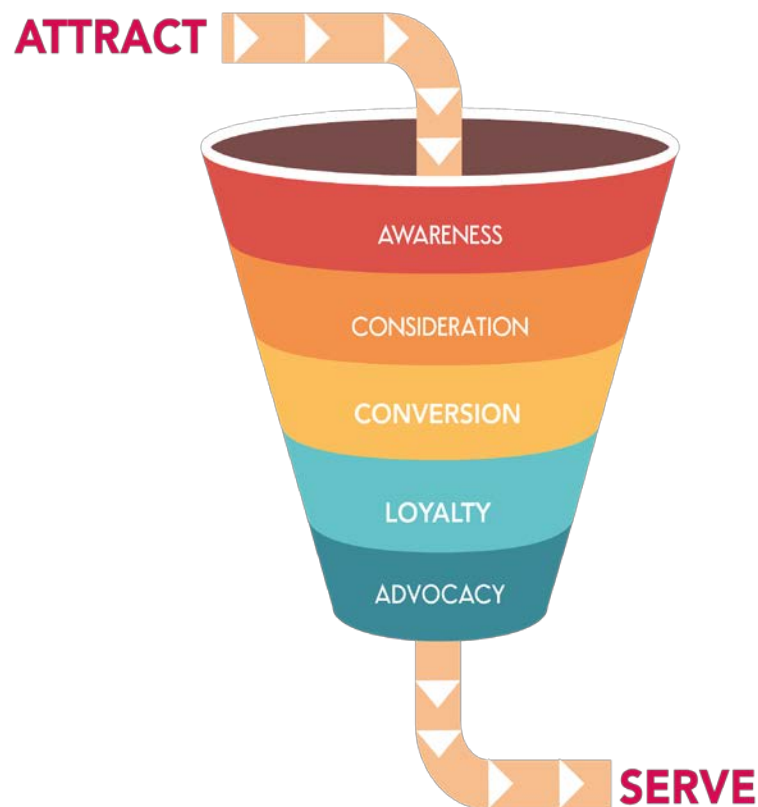


## MARKETING OBJECTIVES OF SOCIAL MEDIA CAMPAIGNS

1. Reach new audiences ---> Attract
2. Building a Social Community of Loyal Engaged Fans (aka Followers)
3. Converting Top Followers to Brand Ambassadors ---> Inform
4. Creating emotional connections with your new social community  
Customer retention ---> Serve

### SOCIAL MEDIA FUNNEL



# SOCIAL MEDIA (SM) PLATFORM SETUP

**Social Media Platform Setup is the “term” used to accomplish the following:**

- Creating business pages on the largest social media platforms that can have the largest impact for your small business, company or organization in meeting its long-term profitability goals.
- Creating a custom-branded cover photo, profile logo, business description and completion of all company info fields (about, hours, phone number, website, etc.)
- Optimizing each account to showcase your products and services.

## DESCRIPTIONS & PRICING

- **Business Facebook Page (\$500)**
  - Create a custom cover photo and profile logo and new Newsletter signup tab, or Blog feed tab. Optimize all business information fields (client provides images & business description)
- **Business Twitter Profile (\$300)**
  - Create a custom background cover photo, profile photo, and Twitter-friendly business description and hashtags. (client provides images and business description)
- **Instagram for Business (\$300)**
  - Insert a professional profile photo & short business description (client provides images & business description).
- **LinkedIn Company Profile (\$500)**
  - Setup Business page with description, biz details and thumbnail and banner image in proper dimensions (client provides images). Create a LinkedIn showcase page with banner image and one or two primary service offerings or products with description
- **YouTube Business Channel (\$700)**
  - Setup YouTube Channel with channel trailer, short business description, channel URL, cover photo and logo, video watermark, 3 top social channels, and email address. (All info, images and video must be provided by the client)
- **Google My Business (\$600)**
  - Claim and/or optimize a **NEW** Google Maps listing and Google Biz page with banner graphic and thumbnail (client provides images), optimize business description/information, business photos, connect Google Analytics and YouTube channel.
  - Contact us for pricing for claiming any **EXISTING** Google My Biz Profiles.
- **Club House App Professional Profile (\$200)** – Connect Twitter Business and Instagram Business profiles (if applicable), fill in short business description and profile photo.
- **Pinterest for Business (\$200)** – Cover Photo or profile logo (if applicable) completely fill out all available info fields, create one pinboard, claim applicable websites and accounts to credit Pinterest content on the website or accounts (E.g., website domain, Etsy, YouTube, Instagram)

# MARKETING TERMS & DEFINITIONS

**Digital marketing** is about communicating your message via the internet (e.g., a website, social media, blogging, vlogging, videos, etc.) and your story while engaging your customers and creating a community around your brand and your company.

**Google Analytics:** A free website analytics account that comes with any Gmail account. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

**Live Streaming:** The terms "streaming" and "live streaming" are often used interchangeably, but they have different meanings. Streaming is delivering media over the Internet that can be played while it is downloaded. Live streaming is a specific type of streaming that is broadcast at the same time it is recorded. An easy way to check if you are watching a live stream is to see if the video has a defined length. If there is no end to the video and you can't jump ahead in the video, you are most likely watching a live stream.

## **ENGAGEMENT VS. CONVERSION of potential customers or clients**

**Social Media Engagement:** Engagement on social media refers to the number of likes, shares, comments, and mentions your content gets. Do your fans engage with you online? This is a good measure of how well you're building relationships with your followers.

**Social Media Conversions:** Conversions aren't just about getting people to pay you money; they're about getting your users to make a meaningful interaction with your brand.

Examples include:

- Purchasing a service or product
- Downloading free content
- Subscribing to a newsletter
- Booking an Appointment

## **Social Media Crisis Management**

A social media crisis is anything that can damage the reputation of your organization, can cause a loss of trust or puts at risk the health, lives or safety of staff, clients, patients, providers, or other stakeholders shared on a social media platform. Management of this crisis is tactics used to best handle and deflate a situation of this magnitude.

# SOCIAL MEDIA MANAGEMENT (SMM)

## SMALL-MEDIUM BIZ PACKAGES

<u><b>BUILD</b></u>	<u><b>GROW</b></u>	<u><b>PERFORM</b></u>	<u><b>SURPASS</b></u>
<ul style="list-style-type: none"> <li>• 1-hour Initial Strategy Consultation</li> <li>• Integration of Email Blast and SM strategy</li> <li>• Manage 1 SM Platform</li> <li>• Creation of Content Themes</li> <li>• Post 5-7 days a week</li> <li>• Google My Biz 1X post a week (if applicable)</li> <li>• Adding Free Stock photos to content included</li> <li>• Basic Monthly Metrics Report &amp; Recommendations</li> </ul>	<p>Includes <b>BUILD PLAN</b></p> <p>Services <b>PLUS:</b></p> <ul style="list-style-type: none"> <li>• Manage 2 SM Platforms</li> <li>• Insert/Crop 5 photos or graphics (free stock or provided by client)</li> <li>• 1-hour monthly Live Streaming Strategy Support</li> <li>• 5 Unique URL tracking codes per month to track URL traffic</li> </ul>	<p>Includes <b>GROW PLAN</b></p> <p>Services <b>PLUS:</b></p> <ul style="list-style-type: none"> <li>• 1-hour quarterly ongoing Strategy Session</li> <li>• Manage 3 SM Platforms</li> <li>• Monthly Reputation tracking report for 1 platform (e.g. Google My Biz, Yelp,etc.)</li> </ul>	<p>Includes <b>PERFORM PLAN</b></p> <p>Services <b>PLUS:</b></p> <ul style="list-style-type: none"> <li>• Manage 4 SM platforms</li> <li>• Monthly Reputation management report of 2 Platforms (e.g. GMB, Yelp, etc.)</li> <li>• An Additional Annual SM Metrics Report</li> <li>• 1-hour monthly ongoing Strategy Session</li> </ul>

**SOCIAL SUCCESS STORIES & TESTIMONIALS AVAILABLE UPON REQUEST**

## SOCIAL MEDIA MANAGEMENT (SMM)

### NATIONAL BRAND PACKAGES

<u>IMPACT</u>	<u>ACCELERATE</u>	<u>ACHIEVE</u>	<u>TRANSCEND</u>
<ul style="list-style-type: none"> <li>● 1-hour Initial Strategy Consultation</li> <li>● Manage 5 SM Platforms</li> <li>● Post 5-7 days a week</li> <li>● 1-hour monthly Ongoing Strategy Sessions</li> <li>● Basic Monthly Metrics Report &amp; Recommendations</li> <li>● An Additional Annual SM Metrics Report</li> <li>● Monthly Reputation management report of 2 Platforms (e.g. GMB, Yelp, etc.)</li> </ul>	<p>Includes <b>IMPACT PLAN</b> Services <b>PLUS:</b></p> <ul style="list-style-type: none"> <li>● Optimize per SM platform 5 photos or graphics monthly (free stock or provided by client)</li> <li>● 1 hour-monthly ongoing support with Live Streaming Strategy</li> <li>● 10 Unique URL tracking codes per month to track URL traffic</li> <li>● An additional 6 month &amp; 12-month metrics report</li> <li>● 1-hour bi-monthly ongoing Strategy Sessions</li> </ul>	<p>Includes <b>ACCELERATE PLAN</b> Services <b>PLUS:</b></p> <ul style="list-style-type: none"> <li>● Manage 6 SM Platforms</li> <li>● Reputation tracking report for 1 platform (e.g. Google My Biz, Yelp, etc.)</li> <li>● 1-hour monthly FB Advertising Support</li> <li>● An Additional SM Annual Metrics Report &amp; Presentation</li> </ul>	<p>Includes <b>EXCEL PLAN</b> Services <b>PLUS:</b></p> <ul style="list-style-type: none"> <li>● A Comprehensive SM Strategy RoadMap               <ul style="list-style-type: none"> <li>○ Review &amp; Research</li> <li>○ Analysis &amp; Recommendations</li> <li>○ Define KPIs for Monthly Metrics Report</li> </ul> </li> <li>● Manage 6-7 SM platforms</li> <li>● 2-hours monthly FB Advertising Support</li> <li>● Monthly Reputation management report of 2 Platforms (e.g. GMB, Yelp, etc.)</li> <li>● Additional 6- &amp; 12-month Metrics report and presentation</li> <li>● 1-hour weekly Strategy Sessions</li> </ul>

**SOCIAL SUCCESS STORIES & TESTIMONIALS AVAILABLE UPON REQUEST**

## **ADDITIONAL/OPTIONAL SERVICE ADD-ONS:**

- Crisis Management ongoing hourly strategy and support (min. \$50/hr.)
- Creation and management of URL Social Media Campaign Tracking (min. \$75/hr.)
- Set up a basic Google Analytics Account (min. \$50/hr.)
- Crop hi-res stock photos (min. \$15 per photo)
- Editing hi-res photographs for social media posts (min. \$30 per photo)
- Creating videos for SM content posting (min. \$75/per video)
  - Max Length 2 minutes
  - Max number 10
- Creating & Editing Videos for content posting (min. \$125/per video)
  - Max Length 2 minutes
  - Max number 10
- Monthly 1-hour virtual strategy sessions (\$50/hr.)
- Creating basic stories (e.g., FB & IG) from content (\$30/per story)

All other tech support (e.g., transferring existing Personal Facebook Page to Business Page is a min. \$50/hr.)