

“TotalWeb Partners” Social Media Offer Details:

Package Inclusions	Specifications	Bronze	Silver	Gold
Client Interview	<p>Periodic discussions with the client regarding topical information;</p> <ul style="list-style-type: none"> • Company updates • Products • Services • Case studies <p>Initial interview will also include a discussion on targeted customer profiles and key search phrase targeting within the social media networks.</p>	Semi-Mthly	Mthly	Mthly
Detailed Tracking & Reporting	<p>Likes, followers, and comments are all tracked and reported monthly.</p> <p>Additionally, search engine traffic generated by the posts on the social media sites and within the blog are analyzed.</p> <p><i>TotalWeb will provide 1 Hour of report analysis training.</i></p>	X	X	X
Create, update, expand, and integrate Social Media profiles	<p>Periodic profile updates on the targeted Social Media sites with company profile expansion to include:</p> <ul style="list-style-type: none"> • Information from ongoing interviews and the company’s website • Custom page creation on social media sites included within the selected package • Compelling profile views with video integration • Local programs will have geographical modifiers throughout the profile content, map integration, and SM GEO links. • Cross linking strategy, intertwining the custom social media pages with the corporate WebSite, if the company contracted for TotalWeb’s WebSite services; <i>or the strategy will be outlined and provided to the client for self-implementation.</i> 	Bi-annual	Qtrly	Qtrly
Create, update, and expand the profiles on the 5 most relevant directories	<p>Company profiles on the five most relevant directories (identified by search engine research) will be updated and expanded.</p> <p>Company profiles will include information from the on-going interviews and the company’s website.</p> <p><i>Custom pages will be created and published with deep links to the company WebSite.</i></p>	Bi-annual	Bi-annual	Qtrly
Monthly Posts	<p>Keyword rich blog posts will be written and published on all social media sites included within the selected packages. Posts will be created from a “current market trend perspective” and focused on the business services and products provided.</p> <p>Local programs will have geographical modifiers throughout the posts.</p>	8 /Mth	12/Mth	16/Mth
FaceBook, Twitter, & Google +	<p>FaceBook, Twitter, and Google + marketing is included with all Social Media packages.</p> <p><i>Note – Additional Social Media sites can added</i></p>	X	X	X

Additional Social Media Specialty Sites	Other Social Media Networks are part of the silver & gold packages. <ul style="list-style-type: none"> • Google Places – Recommended for retail & hospitality • LinkedIn – Recommended for B2B & professional services • YouTube - Videos posted with optimized titles; If client has videos • Specialty SM Sites – I.e. Foursquare for restaurants; Newspaper & radio station networks for local & national targeting 		1	3
Profile Linking & Group Integration	Managing & Implementing: <ul style="list-style-type: none"> • Commenting on related blog posts and sites • Joining relevant SM groups • Cross linking SM profile urls within directories • Integration of WebSite url to SM profiles • Integration of deep links within SM posts 	8 /Mth	12/Mth	16/Mth
Integrated Blog w/RSS Feed	Blog posts published on the SM sites will be jointly integrated in a blog on the client's url. <i>Existing social media posts and press releases may be republished onto targeted blogs.</i>		X	X
Press Releases & RSS Feed	Press releases focused on new products, services, or markets will be written and published on relevant news sites and be made available along with existing press releases on an RSS feed.		1 Qtr	1 / Mth
Video Production & Marketing	Videos of key com company or product information synchronized with SM targeted keyword phrases. The videos will be 30 -60 seconds in length dependent upon available data. 2 Format options: <ul style="list-style-type: none"> • Slide presentations • Animated Including custom graphics, text bullets, and background sound or narration. <i>Videos will be posted on Youtube and integrated into all of the SM sites, and can be linked to the client's site if desired.</i>			1 / Yr
Setup	NO SETUP CHARGE	\$0	\$0	\$0
Monthly Cost	"10% Discount if bundled with any other offer"	\$350	\$475	\$600
Additional monthly posts	Includes copywriting and publishing on ALL included SM sites	\$30	\$30	\$30
Additional SM Specialty Sites	All posts to be published on additional SM sites	\$30	\$30	\$30

No long term commitment

Contact TotalWeb Partners for ordering details
Email: sales@TotalWebPartners.com ~ Phone: 216-264-3573