

## Much More than a few Posts on Facebook

Below please find information on my three main service packages. Choose one that works for your needs or we can work together to create a custom package just for you!

### Services Offered

#### Win the Internet!

##### a) **BLOG**

Services include:

- i) Establishing a blog for your business.
  - o A blog is similar to an online magazine or journal. Quality content published on a regular basis is viewed by readers who, in turn, share these with their friends and family. For an example, please visit [www.Chicagoings.com](http://www.Chicagoings.com), a city guide blog I founded and currently edit for Chicago, IL.
  - o Web design is not offered with this package. However, a tasteful template will be utilized upon your approval.
- ii.) Publishing content to your blog at least 3-4 times per week.
  - o This is the best way to quickly increase your company's online visibility. I will use SEO (search engine optimization) strategies to ensure your blog's content is listed highly with Google.
- iii.) Maintenance: Responding to comments and questions left by readers.

##### b) **Twitter**

Services include:

- i) Creating a Twitter handle and designing a Twitter page for your brand using professional photos.
- ii) Actively searching for new followers by studying your competition.
- iii) Posting relevant content daily. That's right, **every single day** at least one tweet to start and continue the conversation around your brand.
- iv) Maintenance: Responding to comments and following up on retweets.

##### c) **Facebook**

Services include:

- i) Designing a Facebook page that is unique to your brand using professional photos.
- ii) Actively searching for new "likes" by studying your competition.
- iii) Posting relevant content daily. That's right, **every single day** at least one post to start and continue the conversation around your brand.
- iv) Maintenance: Responding to comments and questions left by readers.

##### d) **A Professional Photography Session**

- e) **Social Media Strategy and Consulting** (FREE for all clients! We have listed it last but this is the most important part. You must have a game plan and a list of goals, or it will be difficult to really get anywhere in your campaign)

Services include:

- i) Weekly meetings in person or online to discuss the next week's marketing plan. We will talk about what has worked from our last campaign, what hasn't, and what needs to be developed further. We will also collaborate on new ways to promote your product.
- ii) Monthly analytical reports which clearly explain that month's ROI and hourly work logs. You will never be unsure of where your investment is going. All reports are easy to understand. Anything not understood will be explained in detail.

### The Influencer

##### a) **Twitter**

Services include:

- i) Creating a Twitter handle and designing a Twitter page for your brand using professional photos.
- ii) Actively searching for new followers by studying your competition.
- iii) Posting relevant content daily. That's right, **every single day** at least one tweet to start and continue the conversation around your brand.
- iv) Maintenance: Responding to comments and following up on retweets.

b) **Facebook**

Services Include:

- i) Designing a Facebook page that is unique to your brand using professional photos.
- ii) Actively searching for new "likes" by studying your competition.
- iii) Posting relevant content daily. That's right, **every single day** at least one post to start and continue the conversation around your brand.
- iv) Maintenance: Responding to comments and questions left by readers.

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- ii) Monthly analytical reports which clearly explain that month's ROI and hourly work logs. You will never be unsure of where your investment is going. All reports are easy to understand. Anything not understood will be explained in detail.

## The Conversation Starter

a) **Twitter**

Services include:

- i) Actively searching for new followers by studying your competition.
- ii) Posting relevant content daily. That's right, **every single day** at least one tweet to start and continue the conversation around your brand.
- iii) Maintenance: Responding to comments and following up on retweets.

b) **Facebook**

Services include:

- i) Actively searching for new "likes" by studying your competition.
- ii) Posting relevant content daily. That's right, **every single day** at least one post to start and continue the conversation around your brand.
- iii) Maintenance: Responding to comments and questions left by readers.

c) **A Professional Photography Session**

d) **Social Media Strategy and Consulting** (FREE for all clients! We have listed it last but this is the most important part. You must have a game plan and a list of goals, or it will be difficult to really get anywhere in your campaign)

Services include:

- i) Weekly meetings in person or online to discuss the next week's marketing plan. We will talk about what has worked from our last campaign, what hasn't, and what needs to be developed further. We will also collaborate on new ways to promote your product.
- ii) Monthly analytical reports which clearly explain that month's ROI and hourly work logs. You will never be unsure of where your investment is going. All reports are easy to understand. Anything not understood will be explained in detail.