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## ***Digital & Social Media Plan & Objective:***

- *Integration of traditional marketing*
- *Digital Word of Mouth*
- *Branded integration*
- *Gaining SEO Rank*
- *Building Customer Loyalty*
- *Increase Exposure & Drive Qualified Leads*

### **Social Media Plan & Objectives:**

- Drive Awareness – Website, Services, Call Now, Sales, Contact
- Educate About Us – building trust with current customers, potentially new customers
- Share Posts from Third Party Articles –top level content to our page
- Create Engagement with Fans – Questions and Timeline Contests
- Cross Promote our Social– to grow our social followings

### **Our Digital Marketing & Advertising Promotions for your campaign:**

- We will be running Google Adwords to drive targeted traffic to the Website (**\$1,000 Budget**)
  - *We hypertarget your audience, refresh ads & take advantage of future Google Ad Opportunities)*
- We will be promoting via Yelp Ads (**\$350 Budget**)
- We will be running retargeting Ads that will run on Social Media & Top Traffic Website
- We will be running Monthly Contests on Facebook Page to drive Email Marketing List

## Our Social Management Services for your campaign: **3 Social Platforms**

- **All-inclusive services:** Monday-Sunday
- **Market Focus:** Based within 25-50 miles of the location
- **Posting unique status updates– Minimum 7x per week**
  - *We will post at different times in the day, weekends, holidays, as well peak time (8p-11p)*
- **Monitoring your Fans** - We will be checking our pages 4-5x per day to answer comments and message
  - *We will refer to your website, call your business, if we can't answer the question we will email you*
  - *We will respond to all critical inbox, wall posts, spam, etc*
  - *We will focus to respond to light hearted comments*
- **Posting our events** – Marketing our events, premiere of website sections, promote partner events
- **Reports** - We offer metrics reports on your fan count, social feed impressions, social exposure

## Our Original Content Creation and Curation Services: **3 Social Platforms**

- **Original Posting Concepts:** Posts that are created and tailored to your specific business needs and reflect the current trends in your specific industry.
  - *60% of our posts will be original posting concepts*
- **Curating Posts from Outside Sources Relevant to your Business:** Posting articles, blog posts and other content from reputable news and information sources that cover and represent the industry of your business.
- *40% of our posts will be curation posts from reputable sources*
- **Custom Social Media Visuals – 2x per week**

## Social Advertising & Promoted Post Campaign:

- **Facebook “Page Likes” Ads**
  - We will be running “Page Likes” ads to drive our page to friend of our fans!
  - We will refresh our targeting based on the delivery of new fans
- **Facebook & Audience Network Promoted Posts**
  - **7x boosted posts per week**
- We will boost post to extend to our reach to our fans & their friends
- **Facebook Timeline Contest – Giveaways**

\_\_\_\_\_ **Annual Campaign: \$2,500 monthly** – (Includes Ad, Contests, and Gift Card Costs)

Platform	Daily	Management Details
Multiple Site Management	M-Su	<b>3 Social Networking Platforms – Content &amp; Moderation / Social Media Contests</b>
Digital Ads	M-Su	<b>Google Ads / Retargeting Ads / Sponsored Posts</b>

**Proposal Approval:** \_\_\_\_\_ **Date:** \_\_\_\_\_