



100Cummings Ctr, Ste 536J, Beverly, MA 01915
(800) 214-8085 or (978) 398-7487

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 (**\$2,000 Budget**)
 - *We hypertarget your audience, refresh ads & take advantage of future Google Ad Opportunities)*
- We will be promoting via Yelp Ads (**\$700 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 14x 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** – 3x 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**
 - **14x boosted posts per week**
- We will boost post to extend to our reach to our fans & their friends
- **Facebook Timeline Contest – Giveaways**

_____ **Annual Campaign: \$5,000 monthly** – (Includes Ad, Contests, and Gift Card Costs)

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

Proposal Approval: _____ Date: _____