



## Launch a vibrant internet-based marketing campaign that attracts, engages and increases sales

Get more customers from Facebook, Twitter, Google+, Pinterest, Instagram, Foursquare and more.

"I have worked with Vena for over 2 years now. She is my social media manager. She handles Facebook, Twitter, Pinterest, and also my website. I cannot begin to explain how hard this woman works. She is relentless in her support for helping my business grow. Not only does she do quality work, but she happens to be an incredible person. I can't imagine working with anyone else who truly cares about my business as much as I do." Brandi B., Bushel and a Peck Kids Clothing Store

### TYPICAL BASIC SOCIAL MEDIA CAMPAIGN DETAIL - \$1,500 / mo

#### 1. Social Media Management

- a. Strategically manage your company's Facebook, Twitter, Instagram, Google+, Pinterest and LinkedIn profiles
  - i. Develop monthly social content plan
  - ii. Ongoing social media management, including engagement and active listening. Package includes:
    1. Five (5) Facebook posts per week
    2. Ten (10) Twitter posts per week
    3. Five (5) LinkedIn posts per week
    4. Five (5) Google+ posts per week
    5. Five (5) Instagram posts per week
    6. Ten (10) Pinterest pins per week

#### 2. Blog Update

- a. One 250-350 word blog entry per week

#### 3. Email Marketing

- a. Design and distribute one customer email monthly
- b. Based on monthly content theme

#### 4. Facebook Advertising

- a. Design one(1) digital graphic advertisement monthly to promote Likes and/or click-throughs to your website
- b. Design one(1) digital graphic advertisement monthly to promote special offers or promotions in Facebook
- c. Set up, launch, manage and report on Facebook advertising campaigns with dollar amount up to \$500 per month.

## Included in the Price - Branding Strategy – Discover Who You Want to Be

**Research & Discovery** – The first month entails a review of all existing marketing collateral and website information as it relates to your brand, such as:

- Website traffic including where visitors are coming from, what pages are relevant and/or harmful to your business, what key phrases are driving traffic, etc.
- What people are saying online such as review sites, social media, etc.

**Customer Analysis** Utilizes existing information as well as the performance of online research that assesses brand positioning, internet presence, strengths and weaknesses of competitors.

**Industry Analysis** Research trends and forecasts which will impact the industry and potentially influence your company's future direction and branding.

**Profile Set Up & Optimization** – We will set up your social media platforms, link and optimize them, leveraging the power of inbound marketing for your business

**Editorial Calendar** – We will develop an editorial calendar that will outline your blog entry content, social media content and promotions

**Monitoring and Analytics** – Online dashboard where you can track all of your key metrics and see everything being said about your business in one place. Monthly reports and recommendations.

## More Information – Contact Me

For more detailed information, please visit my website at [www.VibrantInternetMarketing.com](http://www.VibrantInternetMarketing.com)

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