



# INSTALOGIC

Logical Business Solutions™

Making technology an effective solution for your business.



Since 1999

## SOCIAL MEDIA MANAGEMENT PACKAGE



Web Solutions



Marketing Solutions



Branding Solutions



Printing Solutions



IT Solutions

1.888.95.LOGIC

[WWW.INSTALOGIC.COM](http://WWW.INSTALOGIC.COM)

[info@instalogic.com](mailto:info@instalogic.com)



# INSTALOGIC

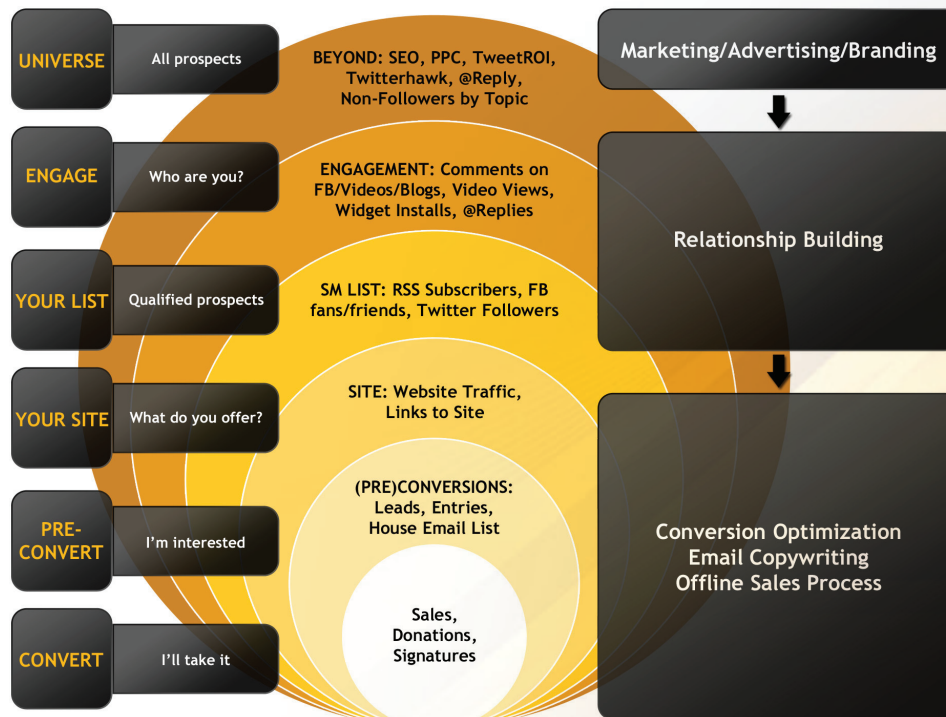
Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

### INTRODUCTION

Having a website in today's fast-paced online environment is often not enough to reach your business' maximum potential amongst your target market and client base. It is important to have your company as visible as possible in as many places as possible. Our vast knowledge of social media can help you maximize your online presence & lower your advertising budget by taking advantage of the many social networks available today.

### THE 6 SPHERES OF SOCIAL MEDIA MARKETING



### What is Social Media Marketing?

Social media marketing is a way for your business to connect and market through social media sites like Twitter, Facebook, LinkedIn and Google+. By utilizing the social aspect of the web, social media marketing is able to connect and interact on a much more personalized and dynamic level than through traditional marketing.

### Why do I need Social Media Marketing?

Social media marketing will help grow your business by using online advertising, search engine optimization, and social media tools. It will help build relationships, drive repeat business and attract new customers. Like traditional marketing, your business can reach out to your target audience, but unlike traditional marketing, your audience can talk back, interact, and be a part of the medium itself.



# INSTALOGIC

Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

### PACKAGES

	1 STARTER	2 STANDARD	3 ADVANCED	4 ENTERPRISE
Management of Facebook, Twitter and YouTube account	✓	✓	✓	✓
Respond and interact with comments on Twitter, Facebook and YouTube	✓	✓	✓	✓
Manage your videos on YouTube, Facebook and Twitter	✓	✓	✓	✓
Add your profiles in directories	✓	✓	✓	✓
Yelp and Foursquare check-ins engagement		✓	✓	✓
Review management (Yelp, Trip Advisor, Google Places)		✓	✓	✓
Deal syndication across FB, Twitter and group-buying websites		✓	✓	✓
Constant idea generation for page growth (sweepstakes, games, etc.)			✓	✓
Idea implementation and management			✓	✓
Build and manage Google+ profile			✓	✓
LinkedIn management				✓
Any social media channel of your choice (Yelp, Foursquare, Tumblr, etc)				✓
SMM Specialist Consultation (direct phone /email access to our SMM team)		1/2 hour per month	1 hour per month	2 hours per month
Price (starting at...)	\$250/mo.	\$500/mo.	\$1,000/mo.	\$2,000/mo.

Prices based on month to month commitment.



Tel: 403.775.0597 • Fax: 403.206.7300 • Toll Free: 1.888.95.LOGIC • Email: info@instalogic.com

[WWW.INSTALOGIC.COM](http://WWW.INSTALOGIC.COM)



# INSTALOGIC

Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

### DETAILS

	1 STARTER	2 STANDARD	3 ADVANCED	4 ENTERPRISE
		(Starter included)	(Starter & Standard included)	(Starter, Standard, & Advanced included)
INCLUDED	<ul style="list-style-type: none"> <li>Set-up new profiles or cleanup existing profiles</li> <li>2-3 posts per week</li> <li>Management, Updates &amp; Engagement</li> <li>Gain organic Likes/Followers</li> <li>Optimized Posts</li> </ul>	<ul style="list-style-type: none"> <li>4-5 posts per week</li> <li>Respond and interact with comments on Twitter, Facebook and YouTube</li> <li>Constant idea generation for page growth (sweepstakes, games, etc.)</li> <li>Facebook Welcome Tab (This generates links to your website)</li> <li>Video Optimization / Marketing (video provided by the client)</li> <li>Monitor YouTube Videos</li> <li>Page design for brand consistency</li> </ul>	<ul style="list-style-type: none"> <li>7-10 posts per week</li> <li>Social Media Audit and Analysis</li> <li>Network and link build with other websites</li> <li>2 branded, original photo posts designed and shared per week</li> </ul>	<ul style="list-style-type: none"> <li>Create LinkedIn profile (With SEO in mind)</li> <li>Build personal bio for optimum search functionality (LinkedIn)</li> <li>Build your networks with your existing clients and prospects</li> <li>Boost your profile on LinkedIn</li> <li>Build a stronger relationship with your employees</li> <li>Connect with colleagues in your industry</li> </ul>
Facebook	✓	✓	✓	✓
Twitter	✓	✓	✓	✓
YouTube		✓	✓	✓
Google+			✓	✓
LinkedIn				✓

Do you need Link Building, Search Engine Optimization, Local Marketing or Pay Per Click services?

We are a full-service SEO agency offering an array of cutting-edge solutions. Along with providing additional services to your package, we can create a custom-tailored package suited to your company's specific needs.

Tel: 403.775.0597 • Fax: 403.206.7300 • Toll Free: 1.888.95.LOGIC • Email: info@instalogic.com

[WWW.INSTALOGIC.COM](http://WWW.INSTALOGIC.COM)



# INSTALOGIC

Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

### 6 MONTH CAMPAIGN TIMELINE

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<b>Social Media Optimization and Setup</b>					
Client Interview					
Research	Determining the most appropriate social media outlets & creating a customized social strategy.				
Page Integrity	Review page integrity and adjust as needed.				
Optimize Existing Pages	Review and make optimization adjustments as necessary.				
Design	Update the design and make sure it is current across all social media channels .				
<b>Management</b>					
Content Planning	Content Calendar – Detailing specific actions over the course of 6 months.				
Listening	Choosing the correct monitoring tools to use, analyzing and integrating online conversations with the social media strategy.				
Discovery	Finding your target audience, discovering what content they are engaging online/offline and what is trending in your market.				
Engagement	Beginning online conversations, personalizing online presence, handling negative and positive engagements.				
Contest/Sweeps Apps	Monthly planning of a new contest or sweepstake to engage new customers.				
Online Presence	Communicating regularly with communities and interacting, creating a noticeable interactive presence.				
<b>Monthly Analysis and Measurement</b>					
Establish Metrics	Tracking total reach, engagement, potential reach and influence.				
Monitor	Continue to monitor progress of all platforms, continue to post regularly and maintain your online presence.				
Competitive Analysis	Monitoring of competitors’ performance.				
Keyword Tuning	Continuous review of your top keywords in order to better understand your industry.				
<b>Monthly Deliverables</b>					
Social Media Reporting	Monthly report shows detailed analytics for awareness of your brand, increasing loyalty or affinity for your brand, and driving traffic to your website.				
<b>Monthly Support</b>					
Dedicated Account Manager - <i>primary support contact, available by phone or email 5 days a week.</i>					
Monthly Direct SMM Specialist Phone/Email Consultation - <i>available for Standard, Advanced, and Enterprise Packages only.</i>					



### THE PROCESS

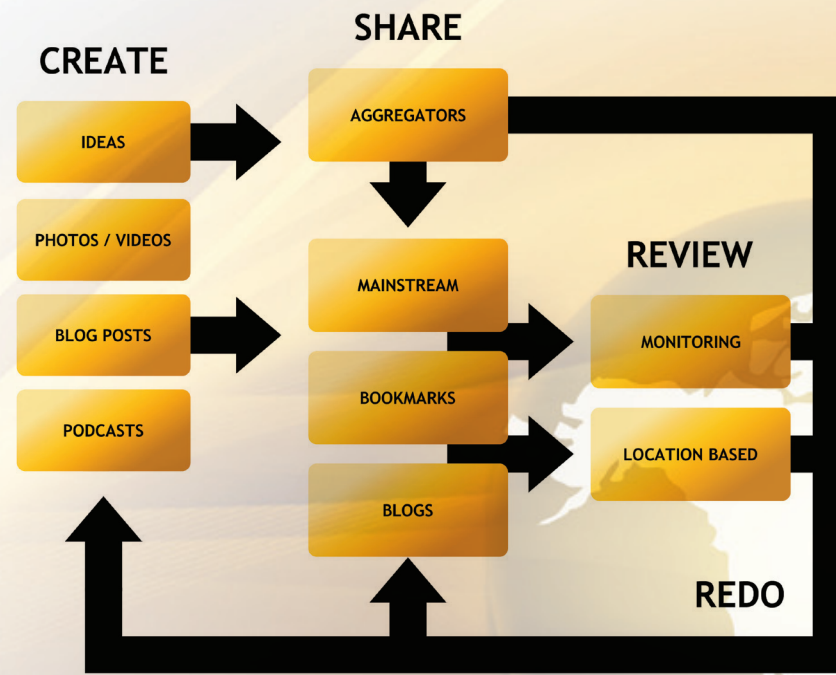
The process outlines tactical objectives to be used to accomplish the primary social media goals.

#### Phase I

**Discovery & Analysis:** Your social media marketing campaign begins with an industry analysis. It is important for us to understand the business model and demographics before formulating your social media strategy. A better understanding allows us to define concrete goals for the campaign.

**Objectives:** Once we've completed our industry analysis, we will work with you to define long term goals, short term goals and a specific demographic.

**Channel Selection:** Not every social media channel will necessarily be beneficial to your campaign. During the channel selection process we'll take a look at the Objectives defined above and select applicable networks.





# INSTALOGIC

Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

### Phase II

**Design:** The design is your first (and possibly last) impression. A well designed page can easily gain plenty of exposure. We will work with our designers to create a desirable aesthetic that will demand your visitors attention.

**Integration:** We will integrate social plugins with your existing website and blog, making it easier for users to “share” your products and services with friends and family.

**Content Migration Analysis:** Website content will be transferred and analyzed. The content copy will be optimized to ensure existing keywords and links are used effectively. Call-to-action graphics will be utilized to provide a higher quality user experience.

**Schedule:** Using content that we’ve obtained from your website and existing archives, we will build a social “schedule”. It is important that Instalogic is constantly provided with information regarding specials, new products, new services, new staff, new photos/videos, upcoming events or any other news regarding the business.

### Phase III

**Presence:** Once we’ve successfully accomplished Phases 1 & 2, we can establish your online presence. We’ll use existing client databases to gain traction as we begin to interact with the social community.

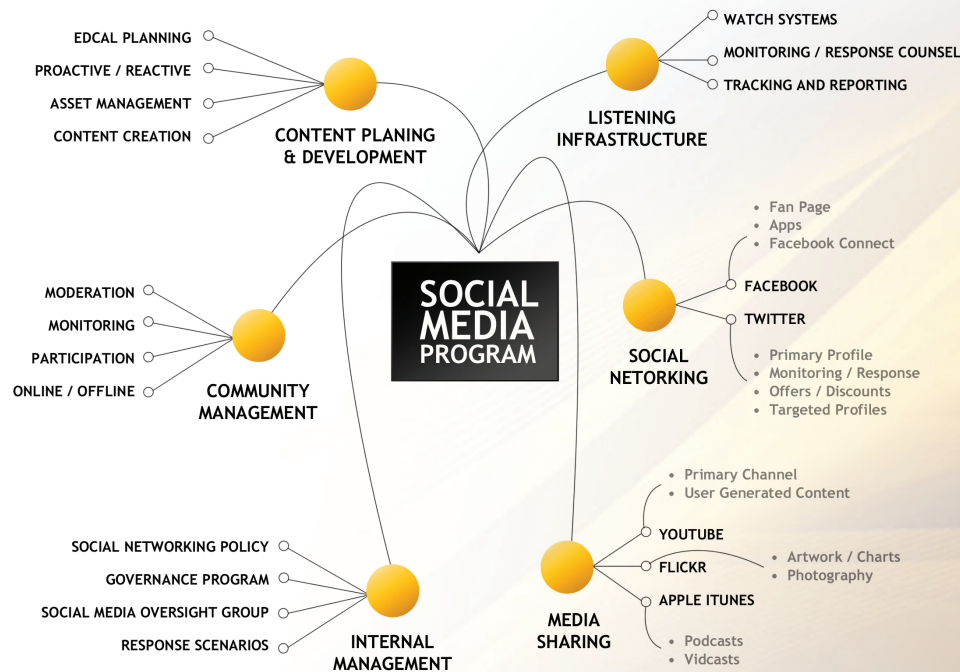
**Interaction:** Social networks will be monitored on a daily basis. Communicating with customers, responding to negative feedback and increasing brand awareness in real time.



### Phase IV

**Mobile Development:** The increasing number of people using mobile devices to access social media sites means finding creative ways to stay connected to customers through the mobile world. Customers rely on their mobile devices to find information, look for deals and to make purchases. We will come up with a mobile strategy to find these customers and integrate them into your social media presence.

**Custom Campaign:** Once your page has been established and gained traction within the social community, we can expand your Social Media Marketing campaign. The campaign will help you identify the most effective ways to drive more visitors to your social media pages.



**Maintain:** Consistency and communication within the social community is key! A direct message should be answered within 24 hours, if not sooner. Instalogic will ensure that all of your channels respond to inquiries in a timely manner and are kept up to date.





### CUSTOM A LA CARTE PRICING

The custom package pricing is based on the current standing of your site, competition, key phrases and so on. It can be reduced or increased depending on your budget. Increasing your retainer allows us to perform more services each month, thus speeding up the process and allowing more social media platforms (Twitter, Facebook, LinkedIn, Google+, etc), key phrases, pay-per-clicks, links, etc. per month. These services can also be purchased a la carte.

Social Media Optimization and Setup	
Service	Price
Custom Twitter Page Setup	\$150.00 One-Time
Twitter page creation	
Personalized background design	
Training & Consulting for Twitter	
Custom Facebook Page Setup	\$150.00 One-Time
Facebook page creation	
Personalized banner design	
Training & Consulting for Facebook	
Custom LinkedIn Page Setup	\$275.00 One-Time
LinkedIn profile creation	
Incorporate blog integration	
Profile Review with keyword specific suggestions	
Training & Consulting for LinkedIn	
Custom Google Plus Page Setup	\$175.00 One-Time
Profile creation	
Personalized banner design	
Profile Review with keyword specific suggestions	
Training & Consulting for Google Plus	

*"Social media creates kinship between companies and customers, and kinship equals purchase intent."* – Jay Baer.



# INSTALOGIC

Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

Standard Pricing	
Service	Price
Custom YouTube Page Setup	\$150.00 One-Time
Profile Creation	
Personalized banner design	
Training & Consulting for YouTube	
Custom Review Packages	
Yelp setup, training & consulting	\$75/Hour
Foursquare setup, training & consulting	\$75/Hour
Custom Blog Packages	
Tumblr setup, training & consulting	\$75/Hour
Blog setup, training & consulting	\$75/Hour
On Page Optimization	
Content Creation	\$75/Hour
Facebook or Twitter Keyword Selection & Analysis	\$75/Hour
Social Media Audit	\$75/Hour
Off Page Optimization	
Research	\$75/Hour
Reporting	\$75/Hour
Directory Submissions	\$75/Hour
Online Monitoring and Reporting	\$75/Hour
Online Advertising	
Facebook or Twitter Ad Creation & Management (charges per click)\$ varies	Varies
Customized Graphic Design	Varies
Social Media Marketing Consulting	
Hands-On Consulting Sessions	\$75/Hour
Phone Call Sessions	\$75/Hour

All pricing is subject to change based on your competition and development costs.



# INSTALOGIC

Logical Business Solutions™

## SOCIAL MEDIA MANAGEMENT

### SOCIAL MEDIA MARKETING

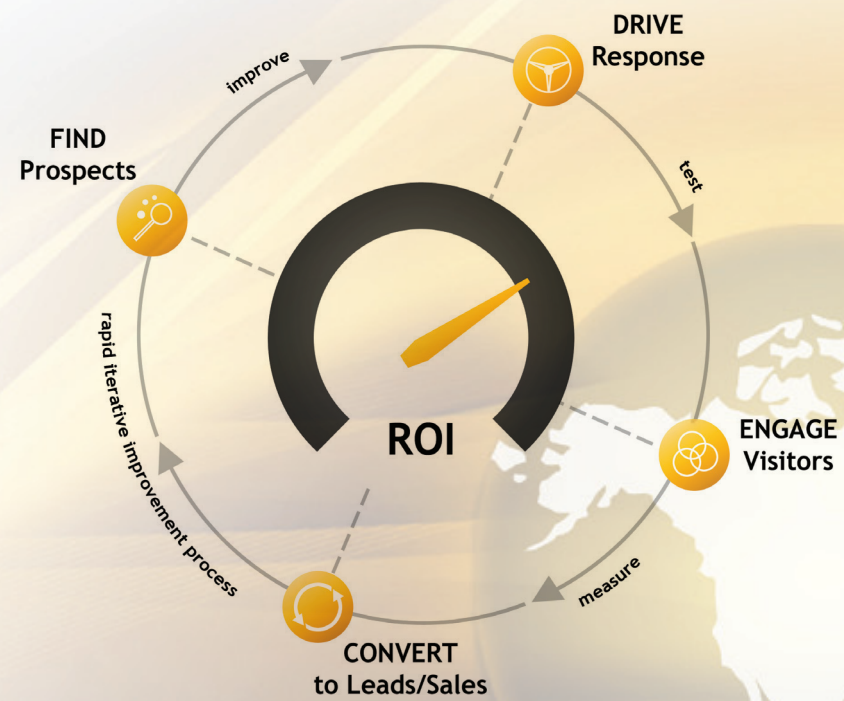
Internet-based social media make it easier for people to listen, interact, engage and collaborate with each other. But, as the volume of social media venues and conversations rises, it quickly becomes a time- and labor-intensive process to effectively track, converse, monitor and manage them.

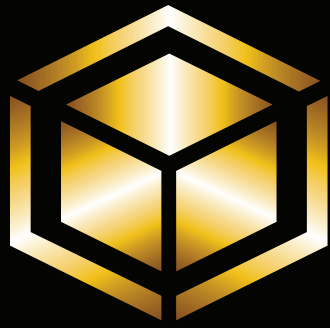
Social media management solutions can help you manage outbound and incoming online interactions — along with other small business marketing activities — in a more efficient manner. They streamline and consolidate how you listen to and participate in relevant conversations in the different places they're taking place — blogs, social networks like Twitter or Facebook, and other public and private Web communities and sites.

They also help you to more easily monitor what people are saying about your business, and by automating the process of delivering your outgoing messages through multiple social media outlets simultaneously, help you to amplify your social media presence across several social networking sites.

### WHY USE US?

- :: We Develop a Custom Strategy For Your Organization
- :: Dedicated Web Marketing Staff
- :: Track Record and Backup Support
- :: Competitive Pricing
- :: Creative input and Alliance Building





**INSTALOGIC**

Logical Business Solutions™