

## **Social Media Marketing Packages**

### **Why Does my Company Need Social Media Marketing?**

The goal of any successful marketing strategy is to inform your audience about you and your services.

Traditionally, this has included advertising to the traditional audiences presented by newspapers, television, and the Yellow Pages. Those media channels are changing with potential customers turning to online news sources, television shows moving to the Internet making themselves available 24 x 7; and the Yellow Pages being replaced by Google and Yahoo.

As computers become common in every home, online audiences have exploded and companies are scrambling to find online audiences to advertise to for their products. Some of the most successful companies at drawing these new audiences and delivering eyeballs for advertising fall under the umbrella term social media. Social, is the new marketing outlet to attract people, and create sales by using new Internet media format.

It can be time consuming to track the almost instantaneous changes in this new interactive Social Media, or Web 2.0, to keep your business running with qualified leads coming in. Rural America can assist you in creating and executing an online marketing communications so that you can reach the right people, maximizing your advertising dollars and giving you permanent presence in your market.

We have the following packages to get you online and started quickly as well as advanced packages to keep your presence growing as your business grows. However we can build a custom package to fit your needs and budget.

### **COMPANY PROFILE PACKAGE**

**\$499**

This package consists of 3 major Social Media Marketing sites that help you promote your company and brand. We recommend our clients utilize the top two sites which are Twitter, and a Facebook Fan Page. We will help guide you in the selection of the third site that is the best fit for your particular niche.

We will include tips and suggestions on how to continue to maintain and support your marketing. Remember, we can provide you with ongoing monthly maintenance support that is cost effective so you can continue to focus all your attention on other areas of your company.



**Twitter** is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

The purpose of using Twitter for business is to allow you to get information about your products out to a large audience of people who are interested in what you have to say and offer. This type of Social Networking is like WOM (Word of Mouth) advertising. The more people know your company's name, products, and reputation the more potential customers you will acquire.

#### **Twitter Services:**

- a. Build your company profile, which will be the core of your networking and branding on Twitter.
- b. A link to follow you on Twitter will be added to your website.
- c. We will add 10 strategic micro-blog updates ("Tweets")
- d. Build and promote events, and contests.
- e. Send response messages back to 10 new followers.



**Facebook** is a social networking website where users can add friends and send messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region. A Facebook page is an absolute must for this demographic viewed by more than 100 million people every day.

For marketing purposes, we will use Facebook to drive traffic to your site and convert visitors into customers. We will suggest additional Facebook applications that fit your needs and install them.

#### **Facebook Services:**

- a. Create a Facebook Fan Page and incorporate the best features and applications that your competitors are using.
- b. Add update on the wall about launching of new web site. Also, list any sales, promotions, contests etc.
- c. Add company information, locations, hours, etc to the Info page.
- d. Upload pictures of special products or catalog on the photos page.
- e. Discussions - this is the page where you can start conversations to engage your customers in dialog about your company and products.
- f. The notes page is a great place to add articles from your industry. You can write about hot selling items & services that you provide.

#### **Choose your Third Site from the Following High Traffic Sites:**



**LinkedIn** is the business social media site. Creating an account here is the start of networking with millions of businesses and professionals. We create your account and profile and get you started in connected with professionals in your target market.



**YouTube** is a video sharing website on which users can upload and share videos. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos. Videos that are considered to contain potentially offensive content are available only to registered users over the age of 18. The uploading of videos containing defamation, pornography, copyright violations, and material encouraging criminal conduct is prohibited by YouTube's terms of service. Accounts of registered users are called "channels".

The marketing purpose for using YouTube is to increase traffic to your site, and share information about your company and your products, which ultimately will increase your sales.



**MySpace** is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music. MySpace has more than 100 million users, which are primarily young adults.

### **COMPANY BLOG PACKAGE**

**\$350**

**A WordPress** blog site is a great way to boost traffic to your website through the use of organic keywords, by providing useful articles, and information about your Company. Viewers can read your ideas, concepts, and visit your web site. As you build trust, this relationship will cause some of them to buy your product or use your services.

- a. Create Blog site for your company on WordPress blog site.
- b. We will post your first written article on your site, and add Meta tags.

## CUSTOM GRAPHICS PACKAGE

\$600

Visual communication and presentation of your company are vital elements of your marketing efforts. **Custom Graphics** are professionally designed high resolution graphics that will assist in internet marketing and online branding of your products or services, through effective visual communication. Raise your Social Media Voice by upgrading from standard social media graphics to custom graphics that define your professional personality.

## MONTHLY MAINTENANCE SERVICES

Custom

We recommend that you invest a minimum of 10 hours per week expanding your network and promoting your company through Social Media Marketing. If you don't have time or the expertise, ask us about our monthly maintenance services that will ensure you meet your desired results.

## Other Social Media Services

\$50/hour

Once you have built your Social Media presence, ask us how we can expand your message to some of these other exciting sites;



### Blog Building Services

Word Press blog site is a great way to boost traffic to your website through the use of organic keywords, by providing useful articles, and information about your Company. Viewers can read your ideas, concepts, and visit your web site. As you build trust, this relationship will cause some of them to buy your product or use your services

### Submission to Free Press Release Distribution sites

A Press Release is a written announcement that seeks to draw media attention to a specific event or product launch. A Press Release is a popular marketing tool that gets your product, and/or services out to more people.

### Article Content Creation and Submission

Publishing articles brings free publicity. For example when you submit articles to web sites that want your articles, you expose yourself to thousands, or even millions, if you get your information on the right site. Submitting articles is seven times more effective as any other promotion because when you submit high quality, informative articles, you become known as an expert.

### Directory and Service site listings (Example: Merchant Circle).

Similar to posting in the yellow pages, these directories are sites where people look for companies that carry the products or services they are seeking. Most are looking for local providers; therefore you should target sites that cover your area or region.



## Contact Us

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## Our Social Media

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