



**Email: [carla@sociallyyourvirtualassistant.com](mailto:carla@sociallyyourvirtualassistant.com)**

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### **Social Media Packages (New and Existing Solutions)**

**\*Rates are not included due to the ability to offer better package rates when 2 or more options below are chosen\***

**Facebook Business Page Starter - Allows you to give your business a presence that is indexed by Google and allows you to interact with your fans.**

1. Profile creation to include all contact information including corporate website information
2. Profile photo and a dynamic cover photo
3. Page will include available photos, album with tags and titles (as desired)
4. Page will include available videos (if available)
5. Included will be the first 25 likes in order to register the URL for the Facebook company page
6. Will include joining **groups/communities** relative to your industry `increase presence
7. Customized tabs (included app's to complete process)
8. Consultation as needed
9. **Bonus** 25 postings on other's walls that express interest in your target brand/product

**\*Much info. can be re-entered from your website~ lessens interruption to you for info.**

**FB Contest/Giveaway- \*Facebook does not allow contests/giveaways to be directly connected with them; therefore, I will use a third-party app. That will show on your Facebook page.**

Set-Up through third-party Application requires several hours of valuable time.

Unfortunately, it's hard for me to include as part of the Facebook Business Set-Up. Contestants respond from a link on your Facebook page which takes them to the third-party app. This requires monitoring of the third-party app. on a daily basis. The contest should run a short period of time in order to keep the attention of Facebook user (7-10 days).

**Twitter Starter and clean-up of existing account- Utilized to direct traffic where it needs to go (your website, blog, other.) Ability to specifically target your prospective clients.**

1. Page will include company image(s), contact info, and key words around product
2. Will join **lists** to increase presence to larger numbers of people at one time
3. Customized branded background image
4. Photo/video gallery attractively set up to include your products/service/brand
5. Strategically build lists to encourage other users to subscribe and follow
6. **Bonus** 25 direct messages to people in your target audience

**Pinterest for Business Starter** – Appeals to emotions, creates intimacy and engages. Photos are king with the ability for users to pin and re-pin. Pinterest is the ultimate visual for appeal of products or brands.

1. Create your Pinterest account
2. Create your customized Pinterest bio
3. Create and choose themes for your boards, based on your target client profile. For example: Products I Love, Client Success Stories, Places to Visit, Unique Summer Wear, Chic, Colorful Collection
4. Photos of your product/brand appealingly shown on your boards (photos you provide)
5. Build your audience by cross-promoting your Pinterest presence on other social networks.
6. Pinterest website confirmation
7. Integrate your Pinterest activity with Twitter and personal Facebook accounts to share new pins.

**Social Media Re-Purposing** - If you have been blogging, writing articles for a while you are sitting on a lot of great content. Bring it back to life by giving it another purpose to be used on Social Media. This service takes your existing content and transforms it into smaller bite size clips to be used on your social media platforms.

1. Creation of 30, 60, 90...bite size pieces of content extracted from your original content (blogs, article writing, reviews etc.)
2. Create document with these smaller pieces of content ready to go for posting and updates to your social media platforms.
3. **Bonus:** ½ of the bite size pieces of content chosen (30, 60, 90..) formatted into an image file for posting on Pinterest and any social platforms where an image can be attached.  
\*\*\*\*\* (text turned into images will gain the attention of your audience faster than just text typed into the update box)

## **Google+ Profile Page-**

### **Keep your business social: Monthly Management (3 platforms) (Facebook, Twitter, Pinterest, Google+ etc...) Basic Management**

1. 100 Status Updates per month across 3 platforms (Updates are created by me based on material and any additional material sent by you i.e. events, new products etc.)
2. Includes event listings and invites on Facebook
3. Daily monitoring of accounts for messages, notification via email if there is a message that needs a response.
4. Keep Facebook clean of events, like requests, games and spam.
5. Connection request and approvals
6. Joining of 3 additional groups as needed (increases presence to larger #'s of people)
7. Additional video or marketing material inclusion as needed (if available)
8. Monthly Report
9. Notification via email of hot leads
10. **BONUS: Because connections can be different on each platform I can request your connections on one platform to connect on the other.**

**About Me at Aboutme.com Page Set –Up- Aboutme.com** is your own personal website to build your online presence, have all your links central in one place, drive awareness for your business with a simple beautiful page and visitors do not need to sign in to view your page. **Your page is automatically public.**

1. Profile and bio setup
2. Customized background and color
3. Adding links to each of your social platforms (including FB like button)
4. Upon completion, share page to all social platforms 1 time per day for one month
5. Bio content etc. can be located and repurposed to keep from interrupting your busy day  
OR all content can be supplied by you

## **Automation Solutions**

### **(Part 1)**

**Hootsuite Set-Up- Basic** Allows you to access your platforms at one time for easier monitoring

\*The basic plan does not allow for auto scheduling far in advance

1. Profile creation and setup
2. Linking up to **three** social media platforms
3. Set up of “streams” to watch that match your target audience

### **(Part 2)**

**Hootsuite Set-Up- Advanced Auto-Scheduling Set-up\_ Requires Hootsuite’s 1<sup>st</sup> level Pro Membership \$9.99 Month except first 30 days free**

**Unfortunately, Hootsuite does not support Pinterest!**

1. Advanced recurring message scheduling up to **three** social media platforms:
2. Up to 10 different messages for each platform (up to three)
3. Each scheduled during peak times of the day and on a daily basis up to three month’s
4. Printed schedule of messages to be automated

## **E-marketing set up in MailChimp-**

- Set up MailChimp account
- Import database (contacts) from preferred sources
- Design template including newsletter header
- Arrange sign up form on website and Facebook page if applicable

❖ Additional email newsletter marketing services as requested

