

Phyllis Khare

All Things Social Media...



Social Media **Marketing** and **Managing** Proposal

There are **three types** of services I provide;

1. **Creation of a Social Media **Marketing** Plan, including coaching**

The marketing plan will give you a detailed, step-by-step action plan that includes four one-hour consulting and training sessions. This is perfect for a marketing Team already in place. \$2075

2. **Fresh Marketing Ideas an Hour at a Time**

If you want a review of your existing social sites and some on-the-fly recommendations, I can do that, too! Email me to reserve time for this service – Phyllis@phylliskhare.com \$225/hour

3. **Social Media **Managing** Services**

Let my Team do all the social media marketing for you. \$300-800 see details in the last section of this document.

Social Media **Marketing** Plan



Twitter —Traffic and Reach

Twitter is used mainly for its ability to move traffic to a site. 90% of the tweets are designed to engage interest and make the click to the site. After that, the site needs to manage the interest and move people to the sale.

- **Twitter will work for you** when you make the tweets as down-home and authentic and as non-sales-y as possible. This is done through quotes from presentations and presenters, images from the site, facts and figures, and conversations.
- **What to Tweet:** teaser text for the products, parts of testimonials, statement of benefits, vocabulary that captures the voice of your company, 80% with links
- **Voice:** The most important part to **define is the “voice” of the tweets**; highly energetic, forceful, sweet, etc. The voicing will be the emotional mover in the tweet creation process.
- **A global list of hashtags** will be developed that will increase the reach of each tweet beyond the Followers of the accounts.
- **A collection of tweets (50)** and the instructions on how to vary them, will be **developed**. Each tweet will include links and hashtags. This excel file will be available for all principals and supports to use in any marketing campaigns.

The most important about using Twitter for marketing is the voicing, frequency and landing pages the tweets take people to.

Strategy in a nutshell:

- tweet at least **50 times a week** on all designated accounts (TBD)
- tweet during **peak online attention** of targeted potential customers
- use **the top hashtags for the product** in most tweets
- connect **with top Twitter Chat hosts** to schedule Twitter Chats
- **Optional:** Twitter **ad campaign** – budget to be determined – suggested \$10/day



Facebook—Targeted Connections Contests

Facebook can be an amazing space; if you have a clear idea of what brings people together, what people love to share and where you want them to go and how to get them there.

What brings people together: common pain, common solutions, sense of shared traits, common purpose.

What people love to share: beautiful images, quotes, human faces, funny text/images/stories, powerful statements by celebrities, offers and discounts.

Where do you want them to go: always take them to a place that solves their problem, sales page, video page.

- We can develop a series of **custom apps** for the Facebook Page; **email capture, document presentation page, video sales page.**
- **Promoted Posts** will be very important to use, but the number of Page likes will need to be increased to at least 200 in order to use that service. I can **develop several posts that would be perfect for Promoted Posts. These can be posted and used anytime.**
- Posting at least twice a day is suggested. **I can develop the posts and schedule them to post at high traffic times on Facebook.**
- **Facebook ads** that are **targeted to a targeted audience** would be great, if the budget allows. **I can create and manage an ad campaign for you.** The costs of the ads are not part of the fee for creating the marketing plan, but **managing** a campaign is included.

Strategy in a nutshell: The focus of this phase is to **expand your target market** on Facebook using a **re-occurring contest** strategy. These contests can be targeted to your top target locations or demographics. This process will give you more Page Likes and more engagement on the Page and **more traffic to your website.**



YouTube—SEO

The main reason you want to be on YouTube is the SEO benefit. Several videos need to be developed to use all the targeted keywords you want to own for this program. These video do not need to be on-camera interviews. The videos can be presentations, ads, testimonials with static images etc.

YouTube can be an amazing space if you provide an **entertaining, professional and highly optimized video channel**.

Entertaining: Please make sure there is an element of entertainment woven into every video you create. Also, please make sure you are following the [template created by James Wedmore](#).

Professional: Your Channel needs to be beautiful and match the quality of your website. You will need to put some attention on the social aspect to really gain the most from this social site.

Highly Optimized: I have a checklist of things to do to make sure each video gets you in the top of the search engines.

Strategy in a nutshell:

- The focus of this phase is to **use the second largest search engine to expand your target market** and bring them directly to your website.
- **SEO SEO SEO**



Pinterest—Traffic Enhancer

The images that are developed for Facebook can be re-purposed on the website and then Pinned to Pinterest for increased traffic. Pinterest generated more referral traffic for businesses than Google+, YouTube, and LinkedIn combined. (Source: Shareaholic.com).

Pinterest can be an amazing space if you **provide beautiful images that inspire curiosity, links back to your landing pages and encourage supporters to Pin your stuff.**

Images that inspire curiosity: Creating images is a foundational social media task. You use those images on your landing pages, sales pages and websites. The images themselves need to be like teaser text that pulls someone to click through to see the origin of the image.

Links back to your landing pages: The whole reason for using Pinterest is to create traffic back to your landing and sales pages. Pinterest is a winner in this function. **Pinterest Drives More Traffic Than Google+, YouTube and LinkedIn** ([report](#)).

Encourage Supporters: By providing a way for your biggest supporters and customers to Pin and Re-Pin you images from your site you'll multiply your marketing efforts.

The focus of this phase is to use the most powerful traffic mover to expand your target market and bring them directly to your sales pages.

Strategy in a nutshell:

- **Create Pinnable images** on the website
- **Inform your fans** - Announce your Pinnable images to all your other social sites
- **Create a Group Board for wider reach** – and hand-select the Pinners



Google+—SEO

We would create this space and connect it up with all the SEO in the company page About section.

A functional Google personal account is needed for private G+ video Hangouts with potential customers and/or existing customers.

Google+ can also be an amazing space if your customers are already there.

Strategy in a nutshell:

- **Create a business Page or Local Page or combine ones you already own**
- **Inform your fans** - Announce that you are on G+ to all your other social sites
- **Optional: Create a G+ Community** for a more intimate discussion between members



Social Media Managing

The following tasks are organized by social platform.

There are **two sections for each social site**:

- ✓ Social Account **Creation and Design**
- ✓ Social Media **Managing**

If you **already have** the creation and design completed for a social site, just look at the managing part for that social platform.

You can mix and match just the services you need for your project.



Facebook Business Page Creation \$800 (One-Time Fee)

- ✓ **5 Cover images** developed **with your existing** images and agreed upon text. These will be rotated once a month or agreed upon schedule
- ✓ **3 custom apps installed and designed** (email capture, webinar announcements are examples)
- ✓ **All settings adjusted, Admins connected, username created**
- ✓ **Instructions developed to be sent out in all your marketing tracks to garner new Page Likes** (newsletter text, newspaper ads, radio text)

Facebook Monthly Marketing Tasks \$800/Month (On-Going)

- ✓ **3 Linked Facebook posts** (image + text + link) per week, M-W-F, to the Page. These are posts that have already been created on a blog or website. If you need Content creation, please discuss this with me.
- ✓ **2 simple posts a week**, Tuesday and Thursday, to the Page. These are simple questions and fill-in-the-blank types of posts
- ✓ **Monitoring** conversations, deleting spam, and postings replies on the Page
- ✓ **Interacting with other targeted Pages** as your Page for increased visibility and Facebook Page growth once a week. A list of these Pages, or a keyword to find them in search is needed for this task.
- ✓ **Optional:** Running one Facebook Ad campaign per month for more aggressive Facebook Page growth and e-mail optins. Monitoring the ad campaign to ensure the cheapest price per click and delivering a monthly report on the stats. You can decide on a daily budget and the cost would go on your credit card.
- ✓ **Change cover image** once a month or agreed upon schedule



Twitter Account Creation \$400/per account (One-Time Fee)

- ✓ Open account(s) with **agreed upon username and full name**
- ✓ 160 character **bio developed with keywords** and extra URLs
- ✓ **Photo** uploaded, background image uploaded
- ✓ **Optional:** If you need a background image created +\$125
- ✓ **Follow up to 400 people on your behalf by keyword and/or location**
- ✓ **Create three Twitter Lists** to organize the people and brands you Follow and for the extra reach and marketing juice
- ✓ **Research and suggest 10 hashtags** for marketing based on your business niche

Twitter Monthly Marketing Tasks \$400/Month (On-Going)

- ✓ Facebook Page posts **auto-post to designated Twitter accounts**
- ✓ **Manually following other targeted tweeters** to grow your following. Following a minimum of 50 new people per week targeted by keyword
- ✓ **10 tweets/day**
- ✓ **Actively Re-tweeting and commenting on your behalf**
- ✓ **Actively using the designated hashtags**



YouTube Channel Creation \$400 (One-Time Fee)

- ✓ **Creating or using an existing Gmail account** to open new YouTube Channel
- ✓ **Design the Channel**; format, description, background image upload
- ✓ Optional: If you need a background image create +\$125
- ✓ Creating 3 Playlists for social marketing tasks
- ✓ SEO for Channel and template for video SEO

YouTube Monthly Marketing Tasks \$400 (On-Going)

- ✓ **Uploading and optimizing YouTube videos** with keywords, titles, and descriptions to be found and drive traffic
- ✓ **Managing YouTube comments** by answering posts and removing spam as needed
- ✓ **Adding your created videos to designated playlists**
- ✓ **Adding other channels videos to designated playlists**



Pinterest Account Creation \$400 (One-Time Fee)

- ✓ **Creating a new account** with the business name and description
- ✓ Creating up to **10 Boards**; title and descriptions will need to be approved
- ✓ Populating those 10 Boards with **existing content**
- ✓ Following **50 people** targeted by keyword

Pinterest Monthly Marketing Tasks \$300 (On-Going)

- ✓ Adding **5 pins a week** from existing content
- ✓ **Re-pinning 5 pins a week** from other people/business Boards
- ✓ Replying to comments, **adding 5 comments a week**

Special Note for this social site: The prices listed do not include the creation of visuals or images. This assumes you already have images you own, free of copyright, that are part of your regular blog posts. We Pin directly from the website/blog, so these would already need to be posted.

If you need images to be developed, that is a separate cost.



Google+ Personal Account and Page Creation \$800 (One-Time Fee) (And Local G+ for local businesses)

- ✓ **Personal account creation** and/or revitalization
- ✓ Profile page developed, images uploaded
- ✓ **Training** on how to use Picasa for Instant Upload to account
- ✓ **Local G+ Page found and Claiming Process started**
- ✓ System created for **auto-posting Google+ updates** directly to Twitter account
- ✓ **10 Circles created** for marketing and research

Google+ Monthly Marketing Tasks \$300 (On-Going)

- ✓ **One status update/day** that auto-posts to client's Twitter account
- ✓ **One Shared post/day** from A-List person in client's niche
- ✓ **Add people to designated Circles**

Reports for ALL Contracted Social Accounts

- ✓ Monthly PDF report on traffic, interactions, demographics and growth.
- ✓ Monthly conference call to assess needs and maintain open communication

Select the services you need for your project:

- Full Social Media Marketing Plan** \$2075 (One-Time Fee) includes 4 one-hour training sessions for your Team and unlimited email support for 60 days

- Fresh Marketing Ideas an Hour at a Time** \$225/hour

- Facebook** Business Page Creation \$800 (One-Time Fee)
- Facebook** Monthly Marketing Tasks \$800/Month (On-Going)

- Twitter** Account Creation \$400/per account (One-Time Fee)
- Twitter** Monthly Marketing Tasks \$400/Month (On-Going)

- YouTube** Channel Creation \$400 (One-Time Fee)
- YouTube** Monthly Marketing Tasks \$400 (On-Going)

- Pinterest** Account Creation \$400 (One-Time Fee)
- Pinterest** Monthly Marketing Tasks \$400 (On-Going)

- Google+** Company Creation \$400 (One-Time Fee)
- Google+** Monthly Marketing Tasks \$400 (On-Going)

TOTAL SERVICE COSTS: _____