

## SOCIAL MEDIA MARKETING SERVICES



### Facebook Services

#### Facebook Profile/Fan Page Basic Setup \$249.00

Our Facebook Profile/Fan Page Basic Setup includes:

- Strategic social media set-up on Facebook
- Upload Profile and Fan page logo/photo
- Create Vanity URL for both profile and fan page (fan page requires 25 'Likes')
- Clean up and optimize existing facebook profile/pages
- Set-up automatic posting of existing business blog to facebook
- Upload of 10 photos and 1 video to Facebook profile with keyword tags and description

#### Facebook Customized Fan Page \$250.00

Facebook profiles are different from Facebook Fan Pages. Fan Pages are set up for businesses, celebrities, and organizations, while Facebook Profiles are for your personal presence but also allows you more flexibility when it comes to your Facebook Fan page. More and more consumers are looking for companies on Facebook pages. As a result, it is essential that you have a Business Facebook Fan Page.

Our customized **Facebook Fan Page Setup** includes:

- Set up and launch of Facebook fan page
- Customized profile image with your logo or brand imaging
- Create Vanity URL for fan page (fan page requires 25 'Likes')
- Clean up and optimize existing facebook profile/pages
- Set-up automatic posting of existing business blog to facebook
- Upload of 10 photos and 1 video with keyword tags and description
- Custom landing page with embedded video, flash movie, or opt-in box
- Create custom tabs (up to four) such as About Us, Contact Us, Services, Products
- Set up your business blog to be delivered to your facebook fan page

\*\*Client to supply all graphics, text, video, and other creative to be used. (creating custom graphics is not included.)

# Facebook Monthly Packages

## Facebook Basic Social Media Management \$349.00/month

**Facebook Basic Social Media Management** is for a business that would like to utilize someone internally who can handle interactions and monitoring but would like Adams Social Media to do the posting. Your company will need to designate one employee to commit about 30 minutes every day interacting with Facebook Fans by posting and reaching out. Adams Social Media provides a one hour coaching session to train your employee on how to post and engage your fans.

Our **Facebook Basic Social Media Management package** includes:

- Creating or optimizing your current Fan Page altering tabs to suit client (using prebuilt tabs)
- Deliver one posting each weekday (Monday through Friday) content created by client
- Get rid of unwanted SPAM
- Create Fan Photo page and upload of 10 photos and 1 video with keyword tags and description
- Accept “friend requests” and “follows”
- Basic profile management (any basic modifications of profiles)
- Monitor once per weekday with notification to client of any issues that need to be addressed
- Initial one hour coaching session for your marketing team to help you build relationships with your fans
- Monthly phone chat updating you on your fans and planning for next month

## Facebook Standard Social Media Management – \$649.00/month

Our **Facebook Standard Social Media Management package** includes:

- Creating or optimizing current Fan Page altering tabs to suit client (using prebuilt tabs)
- Deliver two postings each weekday (Monday through Friday) content created by client
- Get rid of unwanted SPAM
- Create Fan Photo page and upload of 20 photos and 2 videos with keyword tags and description
- Accept “friend requests” and “follows”
- Basic profile management (any basic modifications of profiles)
- Monitor once per weekday with notification to client of any issues that need to be addressed
- Initial one hour coaching session for your marketing team to help you build relationships with your fans

- Audience Building on Facebook
- Once a month 30-minute strategy call
- Once a month Blog update

## **Facebook Deluxe Social Media Management – \$949.00/month**

Our **Facebook Deluxe Social Media Management package** includes:

- Create or optimize current Fan Page altering tabs to suit client (using prebuilt tabs)
- Deliver four postings every day content created by client
- Get rid of unwanted SPAM
- Create Fan Photo page and upload of 75 photos and 4 videos with keyword tags and description, provided by client
- Accept “friend requests” and “follows”
- Basic profile management (any basic modifications of profiles)
- Monitor once per weekday with notification to client of any issues that need to be addressed
- Initial two hour coaching session for your marketing team to help you build relationships with your fans
- Audience Building on Facebook
- Twice a month 30-minute strategy call
- Twice a month Blog updates
- Reputation monitoring on Facebook

# LinkedIn Services



## **LinkedIn Personal Profile Optimization – \$225.00**

LinkedIn is the largest professional networking website with over 120 million members and growing rapidly every day. It is the ideal tool for reaching prospects in the B2B world, finding a job, obtaining venture capital, forming business partnerships and growing your business.

- Create and/or optimize one LinkedIn Personal Profile
- Build a professional online profile portraying all of the professional's accomplishments and expertise while showcasing the company's services
- Upload of 1 professional portrait provided by the client
- Import client contacts and send out up to 1,500 connection requests
- Full optimization of features including
  - blog integration
  - vanity URL
  - websites
  - tags, keywords, and descriptions
- Research, selection and enrollment in up to five targeted groups

## **LinkedIn Company Page Optimization - \$179.00**

Create and optimize a LinkedIn company profile

- Add descriptive narrative that defines the company in the social networking space
- Supply appropriate company classifications to ensure accurate search results



## Google+ Profile/Business Page Basic Setup \$249.00

Our **Google+ Profile/Business Page Basic Setup** includes:

- Strategic social media set-up on Google+
- Upload Profile and Business page logo/photo
- Create Vanity URL for both profile and fan page
- Clean up and optimize existing Google+ profile/pages
- Set-up automatic posting of existing business blog to Google+
- Upload of 10 photos and 1 video to Google+ profile with keyword tags and description

\*\*Client to supply all graphics, text, video, and other creative to be used. (creating custom graphics is not included.)

## Google+ Monthly Packages

### Google+ Basic Social Media Management \$349.00/month

**Google+ Basic Social Media Management** is for a business that would like to utilize someone internally who can handle interactions and monitoring but would like Adams Social Media to do the posting. Your company will need to designate one employee to commit about 30 minutes every day interacting with Google+ by posting and reaching out. Adams Social Media provides a one hour coaching session to train your employee on how to post and engage your fans.

Our **Google+ Basic Social Media Management package** includes:

- Creating or optimizing your current Business page
- Deliver one posting each weekday (Monday through Friday) content created by client
- Get rid of unwanted SPAM
- Create Photo page and upload of 10 photos and 1 video with keyword tags and description
- Accept “friend requests” and “follows”
- Basic profile management (any basic modifications of profiles)
- Monitor once per weekday with notification to client of any issues that need to be addressed
- Initial one hour coaching session for your marketing team to help you build relationships with your fans
- Monthly phone chat updating you on your fans and planning for next month

## **Google+ Standard Social Media Management – \$649.00/month**

Our **Google+ Standard Social Media Management package** includes:

- Creating or optimizing current Business page
- Deliver two postings each weekday (Monday through Friday) content created by client
- Get rid of unwanted SPAM
- Create Photo page and upload of 20 photos and 2 videos with keyword tags and description
- Accept “friend requests” and “follows”
- Basic profile management (any basic modifications of profiles)
- Monitor once per weekday with notification to client of any issues that need to be addressed
- Initial one hour coaching session for your marketing team to help you build relationships with your fans
- Audience Building on Google+
- Once a month 30-minute strategy call
- Once a month Blog update

## **Google+ Deluxe Social Media Management – \$949.00/month**

Our **Google+ Deluxe Social Media Management package** includes:

- Create or optimize current Business page
- Deliver four postings every day content created by client
- Get rid of unwanted SPAM
- Create Photo page and upload of 75 photos and 4 videos with keyword tags and description, provided by client
- Accept “friend requests” and “follows”
- Basic profile management (any basic modifications of profiles)
- Monitor once per weekday with notification to client of any issues that need to be addressed
- Initial two hour coaching session for your marketing team to help you build relationships with your fans
- Audience Building on Google+
- Twice a month 30-minute strategy call
- Twice a month Blog updates