

Social Media Marketing Services

The goal behind Market Like A Chick's social media marketing services is to naturally evolve the relationship between you and your customers to create a mutually beneficial community in your target market. The services you receive will show you where people are talking about you, the areas where you can organically be involved, and the methods you should use to help increase your brand awareness.

We will teach you how to use the social Web to take advantage of the enormous growth in new media and how to successfully drive customers to your site. You will be provided with social media tools and analysis to monitor your reach and your interactive strategies.

Market Like A Chick's social media services include:

Social media marketing strategy: Have you been tasked with spending a social media or interactive marketing budget, but you don't know where to start? We can assess your needs, outline opportunities and prescribe specific actions for long-term social media success.

Implementation guidelines: Did you already decide what you want to do with social media, but you need help navigating a complex and seemingly subjective landscape? We will work with you to ensure the integrity of your brand, compliance with the different mediums and best practices for future development and communication.

Software recommendations: If there are hundreds of SEO tools, there are thousands more social media tools due to the explosion of open source software and a larger audience. Finding tools to track performance, opportunities, management and more can be daunting, but we can help narrow your choices based on budget, resources and environments.

Social media audit: This is an in-depth analysis of your site's presence across the various social networks and a strategy for ways to improve it. Not every site has a place on Digg or MySpace, so we cater our suggestions to realistic options including niche opportunities and relevant mainstream tactics.

Competitive analysis: Is your competition doing an incredible job with videos, blogs, linkbait, widgets or community building? We will identify their tactics, potential service providers and action alerts that you can start implementing to shake their hold on your industry.

Social profile creation: We will identify the social networks where you should be participating and where people are talking about you. We will also help you create

and manage your own social media profiles to attract visitors and leverage the two-way conversation.

Blog design, setup and/or optimization: A blog that is not setup correctly won't attract readers or bring you the search engine benefits you're after. We'll work with you to find the best blogging platform for your needs, help you to optimize your blog for success from the very beginning, and show you how to tweak it to make it more accessible to both users and the search engines.

Blog strategy development: We can work with you to create a blog strategy that carves a space for your corporate or personal brand in the greater blog community. This may include crafting ideas for blog posts, writing the posts themselves, showing you how to comment on other blogs to build awareness, and much more.

Community building strategy development: We'll outline which communities are worth monitoring, what the competition is doing and how you can naturally enter these communities and form relationships. This strategy document will also show you how to identify the important conversations in your industry and when, how and whom to reach out to.

Community monitoring: No one knows your services and industry better than you do, but if you do want help, we can monitor the communities important to you, track your brand or keywords across those, and proactively respond to both positive and negative mentions.

RATES AND FEES

Social Media Starter Program: \$500

- Setup account & profile on LinkedIn, Twitter & 1 other site of your choice. (Niche network, You Tube, etc.)
- Profile setup includes uploading picture, profile & business descriptions, help connecting with 50 followers.
- 1 hour of training on using and maintaining the sites, brand monitoring, etc.

Social Media Pro: \$750

All of the above PLUS:

- Setup on Facebook & 1 more site of your choice (total of 5 Social Media sites)
- Help connecting with 200 followers
- 1.5 hours of training
- Setup of integration services such as ping.fm & Twitter alerts

- Listing in Twitter directories for target market

Social Media Powerhouse \$1250

All of the above PLUS:

- Creation & promotion of a Facebook Page or Fan Site for your business
- 10 postings across selected sites
- Post up to 5 recommendations for your colleagues on LinkedIn
- 3 hours of training
- Search LinkedIn Answers for up to 10 relevant questions for you to provide expert answer

Social Media + Blog Creation \$2000

All of the above PLUS:

- Blog design, setup and/or optimization:
- Blog strategy development
- Craft ideas for blog posts, or personally author post (Additional fee of \$100 per post)
- Train how to comment on other blogs to build awareness
- Link blog to Facebook page

ADDITIONAL SERVICES – Contact for rates

- Private Company Training and Consulting
- Online Event Community Management and Marketing
- Online Brand Community Management
- Social network ghost updates: I will learn your business from the inside out, understand completely in order to help maintain and monitor updates on a daily/weekly basis. (Note: it is ALWAYS better for you to do updates to engage)
- Power Point presentations
- Brand monitoring with weekly/monthly reports
- Social Bookmarking (Digg, Stumble Upon, Delicious)