



SOCIAL MEDIA OPTIMIZATION

How many places do you shine?

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.



7/10



7 of 10 customers are more likely to use a local business if present on social media.

LOCAL CONSUMER REVIEW SURVEY, 2012

81%



81% of U.S. respondents indicated that friends' social media posts directly influenced their purchase decision.

FORBES, 2012

27%



27% of total U.S. Internet time is spent on social networking sites.

EXPERIAN, 2012

KEY FEATURES:

- Custom solutions for your business needs: "Do It Yourself" or "We Do It For You"
- Online dashboard to manage your social media networks with DIY
- Access to comprehensive library of topics and content
- Track social engagement and compare to your competitors

Suggested product pairings:

REPUTATION MONITORING
SEARCH ENGINE MARKETING



Partnered with

PROPEL
MARKETING



Conversations Packages

Starter

Plus

Pro

	1	2	3
Social Networks	1	2	3
Social Creation	1 network	Up to 2 networks	Up to 3 networks
Access to SocialSuite			
Invite Email Contacts			
Custom Content Calendar			
Facebook Like Campaign			
Facebook Promoted Posts			
Reputation Monitoring			
Custom Facebook Ads			
Monthly Consultation			
Active Lead Searches			
Custom Graphics (up to 2 / mo.)			
Weekly Updates/Posts			
Facebook	2	3	4*
Twitter	2	3	15*
Google+	2	3	4 - 7*
LinkedIn	2	3	3*
YouTube	2	2	4*

* Number of posts based on current industry recommendations which are subject to change.

Social Creation: Includes page creation, site design or re-design, and site optimization.

Access to SocialSuite: You receive full access to SocialSuite, our social media platform, that allows you to manage all of your social sites in one convenient location. Capabilities include: posting to multiple networks, content library, lead searches, reputation searches & access to reporting metrics.

Invite Email Contacts: We will upload any list of email contacts (Excel, Word, or text file) to your social networks to help build a following.

Custom Content Calendar: Our expert team will curate content and create a schedule based on optimal times to post for YOUR business. Content is always available for review through SocialSuite prior to going live.

Facebook Like Campaign: We will manage an advertising campaign on Facebook designed to generate "Likes" to your Facebook page, targeting users that fit your desired demographics.

Facebook Promoted Posts: Based on specific metrics, our team will select top performing posts to boost in your audience's newsfeed to help generate interest, engagement, and followers.

Reputation Monitoring: Monitor your web presence and conversations about your brand around the web to build trust, address and improve your online reputation.

Custom Facebook Ads: We take Facebook Ads to the next level, utilizing custom graphics and more sophisticated targeting options.

Monthly Consultation: Review the monthly events/posts for your business and have all of your social questions answered with our expert team.

Active Lead Search: We will proactively spend time searching for and connecting with people talking about your business.

Custom Graphics (up to 2 / mo.): When appropriate, our team will create custom visual content that will enhance messaging and/or help promote any special events or sales you would like to feature on your social sites.

Weekly Updates/Posts: Number of posts will vary depending on the customers plan (See packages).



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Effective Date: May 2014

Minimum Agreement: 6-month for Social Media Optimization – Conversations packages and SocialSuite (DIY Plan), 12-Month for Social Media Optimization – Creation and Additional Account Creation. All agreements subject to Propel Marketing's terms and conditions: propelmarketing.com/legal/advertising_terms. Rates subject to change. Pricing may vary for certain industries including political



Social Consulting Packages

Have the time and the team to tackle social media, but just need a little know-how? Our unique offering gives you the boost you need to take your business to the next level.

Social Consulting Packages include a dedicated consultant and regularly scheduled calls to keep you heading in the right direction. Plus, you maintain control over your accounts.

Your social strategist will provide you with a monthly analysis of your networks' performance. Our dedicated consultants will answer your questions as well as provide you with tips and recommendations that help make the most of your social media efforts.

Learn how to improve:

- Engagement with fans & followers
- Likes, shares, comments, and retweets
- Messaging style and social network strategy
- Audience reach

Did you know?



Facebook posts that include questions have a 92% higher comment rate.

BRANDONGAILLE.COM

26%



Facebook posts that include quotes get 26% more likes and 19% more shares.

FBADVANCE.COM



Photo posts receive interaction rates 39% higher than average!

SOCIALMEDIAMAMMA.COM



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