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Plan Comparison

	BASIC	PROFESSIONAL	BUSINESS
MONTHLY INVESTMENT	\$350.00	\$ 530.00	\$ 1120.00
SETUP FEE	\$250.00	\$350.00	\$350.00
FACEBOOK (FB) PAGE OPTIMIZATION	✓	✓	✓
TWITTER PROFILE OPTIMIZATION	✓	✓	✓
DAILY UPDATES ON FB & TWITTER	✓	✓	✓
DAILY CONTENT SHARING ON FB & TWITTER	✓	✓	✓
COMMENT RESPONDING ON FB & TWITTER	✓	✓	✓
24/7 ONLINE REPUTATION MONITORING	✓	✓	✓
SETUP & MANAGEMENT OF FB OPT-IN TAB	✓	✓	✓
TARGETED NETWORK BUILDING ON TWITTER	400 Follows/Mo	600 Follows/Mo	800 Follows/Mo
FB AD CAMPAIGN MANAGEMENT	\$35/Mo	\$50/Mo	\$75/Mo
DETAILED REPORTING	✓	✓	✓
FB GIVEAWAY/CONTEST MANAGEMENT	✗	✗	✓
BLOG CONTENT CREATION	✗	✗	1/Week

Okay, now let's break it down...

Facebook Page Optimization

- Review and optimization of 'About Us' information and 'Company Details'
- Setup of custom Facebook URL
- Optimization of app display settings
- Optimization of other wall settings
- Selection and upload of coordinating stock cover image

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Twitter Profile Optimization

- Review and optimization of 'Bio' information
- Upload of coordinating stock Twitter background graphic

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Daily Updates on Facebook and Twitter

- Updates to establish personality and persona of client's company
- Unique updates designed to encourage engagement

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Daily Content Sharing on Facebook and Twitter

- Promotion of company website and blog posts
- Posting of industry-related 3rd Party content sharing to establish expertise

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Comment Responding on Facebook and Twitter

- Timely responses to all comments directed toward client
- Timely responses to re-tweets and #ff type mentions on Twitter
- Timely responses to personal messaging on Facebook page

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

24/7 Online Reputation Monitoring

- Monitoring of all social networks continually for brand mentions
- Employment of monitoring software to monitor the rest of the web
- Response to or report findings as appropriate
- Forwarding of all customer service related content and questions as appropriate

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Targeted Network Building on Twitter

- Following of strategically selected users
- Cross-promotion of social media networks
- Management of Twitter follow/unfollow ratios

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Facebook Ad Campaign Management

- Monthly Facebook ad credit (client matching recommended)
- Creation of multiple ads per campaign
- Selection and filtering appropriate demographics
- A/B split testing of up to 3 ads per campaign
- Analysis of ad performance and making adjustments as necessary
- Ongoing tracking and reporting of campaign results

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Detailed Reporting

- Creation of various relevant reports, compiled and sent monthly

INCLUDED IN: BASIC, PROFESSIONAL, BUSINESS

Facebook Giveaway/Contest Management

- Creation and installation of Facebook Contest tab
- Contest promotion on all applicable networks
- Winner selection and notification
- Monthly compiling and sending of all contest entries

INCLUDED IN: BUSINESS

Blog Content Creation

- Submission of high quality, professionally ghost-written blog posts
- Coverage of relevant, compelling, timely topics
- Assurance of 100% original content by US-based professional writers

INCLUDED IN: BUSINESS