

Google

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# Client Services Description

Local Search Maximizer

Mobile Marketing Maximizer

Social Media Maximizer





## Local Search Maximizer Services Description

### Local Search Maximizer Set up

- Take up to 10 Photos and 3 Minutes of Video for Google Places Optimization\* (\* no additional fee at initial appointment)
- Claim Your Google Places, Yahoo and Bing Local Accounts
- Get your Business Data Listed Accurately on 100+ Citation Sources Including Search Engines, Mobile and Navigation (GPS) Sources
- Optimize Google Places and Citation Sources with Enhanced Data
- Optimize Google Places with Photos, Coupon, and Video
- Optimize Google Places for Mobile Access and Promotion
- Instruction on Generating Positive Reviews to Improve Rankings
- Monthly Reviews Maximizer Service Available
- Free Existing Marketing Plan Results Review

### Local Search Maximizer Monthly

- Monthly Monitoring, Promotion, Management and Reporting:
- Update/Optimize Google Places with:
  - Weekly Promotion status Update (provided by you by email)
  - Weekly Promotion Coupon Update (provided by you by email)
  - Weekly Promotion Photo Update (provided by you by email)
  - Weekly Promotion Video Update (provided by you by email)
- Monitor and Manage Google Places, Yahoo, Bing Search Dashboard/Analytics
- Provide Tracking Phone Number for Leads; Recorded for Training Purposes
- Monitor and Report Active Citation Sources; Correct Inaccuracies as Needed
- Search and Add New Citation Sources Monthly to Improve Search Rankability
- Monitor and Report on Google Places Ranking for up to 5 Top Keywords
- Track and Report Sales Leads Analytics including Google Places Traffic, Tracking Phone Number, Promotions, etc
- Monitor/Report on Your Business Reputation (Reviews, Social buzz)
  - Alert you to all Negative Action Items and Help You Respond as Needed

### Monthly Local Reviews Maximizer Service (add-on to monthly or 1-time setup)

- We Manage the Manual Submission of up to 25 Written Reviews Each Month to Top Review Sites So Google Will Accept Them and Help Improve Your Ranking Competitiveness.

### Monthly Business Reputation Monitoring Only Report Service (add-on to 1-time setup)

- Monitoring and Reporting of Active Citation Sources and Their Accuracy
    - You Submit Corrections or Upgrade to our Monthly Maximizer Service
  - Strengths and Weaknesses Synopsis Based on Recent Reviews Analysis
    - You Generate Monthly Reviews or Upgrade to our Monthly Reviews Service
  - Sentiment Analysis of Social Mentions “Buzz” on Major Social Media Sites
    - “Buzz” Requires Your Management or Upgrade to our Social Media Services
  - Alerts You to All Negative Action Items (Reviews, Social Mentions)
    - So You Can Respond As You See Fit or Upgrade to Monthly Maximizer Service
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## Mobile Marketing Maximizer Services Description

### Social Mobile Setup:

- Ensure Top 10 Mobile review sites (Google HotPot, Yelp, etc.) Claimed/Optimized.
- Ensure Facebook Places for mobile Claimed/Optimized.
- Ensure Foursquare Places for mobile Claimed/Optimized.
- Ensure Gowalla Places for mobile Claimed/Optimized.
- Ensure Google Places mobile Claimed/Optimized.

### SMS Text Message Marketing

- **Text Message Campaign Setup:**
  - Initial Campaign Development and Setup.
  - New Campaign Consulting and Setup.
  - Design and develop text message marketing campaign and setup on technology platform.
- **Campaign Keywords**
  - Keywords are exclusive to the client and at least one is required to run a campaign.
  - Keyword availability not guaranteed until purchased each month.
- **Monthly Text Message Plans**
  - Incoming messages are free.
  - Text Messages packages must be pre-purchased in bulk.

### Mobile Website

- Full mobile website development and setup.
- Hosting available.

### Location Based Advertising Using QR Code for Mobile Website

- QR Code Development + QR Code Strategy Outline.

### AdMob Mobile Advertising

- Initial Campaign Development and Setup.
- New Campaign Development and Setup.

### Mobile Applications

- Mobile Applications designed for your business
  - iPhone, Android, Blackberry etc. platforms
  - Hosting available
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## Social Media Maximizer Services Description

### **Evaluation:**

- We'll evaluate your current web presence—from your website, blog and traffic solutions, to your use of social media; video marketing and email opt in choices—or lack thereof.
- We'll have a one-on-one call where we walk you through the results and give you feedback & recommendations to show you how to consolidate your efforts and maximize your results!

### **Basic Setup:**

- The Basic Setup Package includes set up of up three profiles of your choice and basic networking of these profiles together with each other and your blog or website.

### **Monthly Social Media Maximizer Maintenance Packages – (3 months minimum required)**

#### **Starter Package:**

- Client will:
  - Create content (posts, video, etc.) and provide to us monthly or bi-weekly basis in advance
  - Be able to post content directly to their accounts at their option
- LMS will:
  - Setup up to 3 profiles of your choice on these networks: (Twitter, Facebook, YouTube, LinkedIn, Myspace or others of your choice)
  - Post 5-10 status updates/week for each network to maintain consistency of content
  - Keep each account's inbox clean & direct inbox messages – alert you by email as needed
  - Manage accept/decline requests in each account as needed
  - Manage follow backs on Twitter
  - Block/delete spam including wall posts, comments, etc.
  - Provide report detailing clicks and audience activity in each account

#### **Business Package:** (underlined tactics indicate upgrades from Starter Package)

- Client will:
    - Create content (posts, video, etc.) and provide to us monthly or bi-weekly basis in advance
    - Be able to post content directly to their accounts at their option
  - LMS will:
    - Setup up to 5 profiles of your choice on these networks: (Twitter, Facebook, YouTube, LinkedIn, Myspace & more)
    - Post 5-10 status updates/week for each network to maintain consistency of content
    - Keep each account's inbox clean & direct inbox messages – alert you by email as needed
    - Manage accept/decline requests in each account as needed
    - Manage follow backs on Twitter
    - Audience building: Targeted by market vs network
    - Block/delete spam including wall posts
    - Provide report detailing clicks and audience activity in each account
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**Celebrity Package:** (underlined tactics indicate upgrades from Business Package)

- LMS works to create content with Client
- LMS will provide:
  - Setup up to 5+ profiles of your choice from: (Twitter, Facebook, YouTube, LinkedIn, Myspace and more)
  - Post TBD status updates/week for each network to maintain consistency of content
  - Keep each account's inbox clean & direct inbox messages – alert you by email as needed
  - Manage accept/decline requests in each account as needed
  - Manage follow backs on Twitter
  - Audience building: Targeted by market vs network
  - Block/delete spam including wall posts
  - Blog Maintenance
  - Reputation Maintenance
  - Report detailing clicks and audience activity in each account
  - Weekends extra \$

**Facebook Fan Page Package:**

- Setup:
  - Structure and setup
  - Secure Vanity name
- Monthly Maintenance we provide:
  - Client creates content
  - Post 5-10 status updates/week
  - Fan Building - Targeted to your audience
  - Keep inbox clean & direct inbox messages – alert you by email as needed
  - Manage accept/decline Friend/Fan requests
  - Block/delete spam including wall posts
  - Report detailing clicks and audience activity in each account
  - Weekends extra \$

**Social Media Graphics Package:**

- **All graphics to be consistent with overall brand identity; includes 1 hr meeting + 1 revision; more at cost**
  - Website IA, Content Strategy, Graphic Enhancement
  - Facebook banner, landing page
  - YouTube Skin
  - MySpace skin
  - Twitter Skin
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