Marketing, Strategy and Web/Social Proposal

Prepared for: xxxxx

PC computerxxxxxx

October 21, 2012

FROM: EDEN RUDIN

Services based on goals in current communications:

On a regular and continual basis:

Optimizing blog post, originally written by Paul Carter, for SEO and Social performance.
Redistributing/connecting the posts throughout the primary social sites (Facebook, Twitter, G+)

Reviewing, tweaking and analyzing ranking on site on both Google and Bing

Setup and act on 'alerts' to be notified if the company is being talked about on the web.

Continually monitor social presence and reach.

Manage directory site content and add as needed.

Monitor Twitter for possible client leads

Quarterly strategy session phone/Skype calls to plan and adjust.

Long Term – 6 Months

Have the know, like and trust factor for PC xxxxxx be through the roof.

Dominate the front page of Google with your knowledge and expertise.

Create YouTube videos using the same content that is contained in blogs.

Get your phone ringing off the hook so that expanding into other cities isn't a dream but a need.

Short Term 2 Months:

Website:
Claim Google and Yelp locations and optimize with strategic information that enhances web search performance.

Install Google Analytics on the website pcsuppoxxxxxxxx.com so that traffic reports can begin to be analyzed.

Optimize the primary website for Google social search preferences.

Social Media:
Create a content calendar for the what and where factors.

Optimize Facebook Page and start growing fan base, as well as focusing on posting content that is easy for people to engage with.
Primary Content can be created/posted with the following thoughts:
- Paul creates primary content weekly (in advance) and sends to Eden to post/schedule strategically.
- Paul creates primary content and posts based on content calendar
- Eden creates primary content and sends to Paul at specific intervals for approval/tweaks and Eden posts primary and secondary

***Primary content is that which focuses on the main topics of the business (computers, support, business, networks).
***Secondary content is the fun, more lighthearted content that is more likely to get engagement, but with on the same topic of the business.
   The first -3 month will be a 70% secondary content and 30% primary.

Start using G+ as a content platform, using same information posted on Facebook just in a different sequence.

Marketing online/offline:

Begin/Implement branding strategy this may/may not include the following: Humanizing PC xxxxxx, consistent statement of services across web, creating/adding photos that market the Trust and Knowledge factors and including them in all online areas. Introducing the employees/techs online (video possibly?)

Testimonials: Paul to approve a semi-static script so I can call several clients and gather testimonials. Testimonials will be placed on the website as well as social platforms.

Start 'Rockumentation' process – I have a lot of thoughts on this and some steps can be started prior to launch.

Branding with an emphasis on the 'human side'

Here are some clever ways that others have branded themselves and included the 'human' element.

Something along this line may be the perfect solution, it works for them!

I really love the one with the whole 'team' and their names – helps people identify with who will be showing up at their place ahead of time.

Let's talk the how and why stuff:

I take pride in representing my clients online and offline in the utmost professional manner. My integrity and professionalism is at stake and I take that very seriously, I do not accept clients that don't fit with my ethics and would try to compromise my integrity.

The information contained in this proposal may need to be massaged and tweaked but the emphasis and the concepts should be inline with what we have discussed to date. If you find something really outside of the scope of what you conveyed to me, or a missed a topic/item completely please feel free to let me know.

Rest assured, all business information that we discuss is confidential and will not be shared with anyone outside the scope of work that I am hired for.

Fee structure includes 2 cell or Skype calls per month and 10 Support Tickets (emails initiated by client) and 1 quarterly strategy session phone call.

Agreement is for 6 months – payment constitutes agreement – Either party may terminate agreement with 30 days prior written notice.

$650 monthly (due at the beginning of the month)

Initial $300 Setup Fee which will include 1 bonus phone call and 2-4 emails to get basics dialed in.

Payment can be made online with credit card via PayPal to xxxxxx

Additional scope of work, not discussed in this proposal, will be billed at $100/hr or if it is a 'project' type item I can quote it individually.

What I need from you:

Once approved/accepted and initial Setup Fee has been received I will need the following items from you:

- Add me as an Admin on the Facebook page (if you need help with this I can send you a video on the how to)
- Need email/pass for Twitter account
- I am not sure of your relationship with your web guy (if he bills you hourly then lets try to avoid him in this case) I need to have admin access to the website, so either you can give me your name/pass or have your web guy add me as a user with admin rights and have him email me the info.
- I would prefer a Monday or Tuesday to do phone/skype calls, so if that works for you then we can work out the best time/day to have our initial call.

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