



Helping You Reach New Heights



**Gain SEO Rank, Build Trust, and Increase Sales
Social Media 101**

Terms such as friending, adding, tweeting and commenting have become business conversation staples. But what the heck do they mean? Does a modern business man or woman even need to know? Yes.

Economic constraints have ushered in a whole new way to advertise. The differences between this new medium and more traditional advertising methods are that social media is cost effective, but it is also time-consuming. You need to be prepared to not only be there for your friends and current clients but to engage strangers. And, to be competitive, you have to be willing to do it all on a daily basis. The problem is that most business owners do not have time to manage such comprehensive forms of client-communication. Some actually want to spend time running their own businesses!

Mountain Marketing Group will extend your reach by strategizing, establishing, and managing your Internet communications campaign.



Because Google is now recognizing Tweets and status updates in organic search results, quantity of tweets becomes important. What's more, over the past several months, we've seen Twitter and Facebook profiles help rank valuable keyword terms on page one.

Google also recognizes other social networking profiles and allows even commercial "fan" pages to rank well. This process involves creating links, uploading content, providing status updates and allowing friend connections to build your online networks.

Social Media Packages

BEGIN YOUR ASCENT

\$100 One-time setup fee

\$250/MONTH includes the following:



- ★ Set up a Twitter account. Together, we'll come up with a name that ties well to your brand, set up a custom page, and start tweeting.
- ★ Write and post a minimum of 8 Twitter messages per workweek, 5 of which will be funny and/or informative, 3 of which will serve as direct-sales pieces, including links to your other Internet personas, all with the goal of feeding traffic to the main website hub.
- ★ Seek out and follow 25 influencers each week. This will include searching for the “movers and shakers” in your field and following them.
- ★ Manage incoming friend request and allow follows by individuals and organizations that will not only build your following but further enhance your online persona.
- ★ Create 5 retweets per week of valuable information gathered from Twitter via Search.Twitter.com, pertaining to your field. (Retweeting is important because it helps build a following and grows your network).
- ★ Integrate your other brand assets via tweets (videos, audio, articles, whitepapers, etc.)

The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font on a solid blue rectangular background.

facebook

- ★ Set up a New Facebook Account, including posting of photographs, comments, profile information, etc.
- ★ Integrate the FB account with your blog (if applicable) and Twitter feeds, which will help build SEO for your entire social networking personas as well as your hub site.
- ★ Taking cues from you, we will update your status up to 8 times per week.
- ★ Add 25 influencers per week, via friend requests, with permission requests from you.
- ★ Share up to 5 links (similar to those shared on Twitter and communicated on your blog.)
- ★ Integrate your brand.



- ★ Create an original LinkedIn account, or upgrade your current profile to include education, experience, resume, and professional photography.
- ★ Retweet posts and link to Facebook and Twitter accounts, for further exposure and greater SEO for all associated sites.
- ★ Update your status at least twice per week, including links and media-rich resources relative to your field.
- ★ Join groups and participate in discussions which pertain to your field.

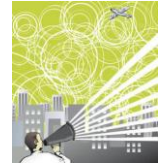
SCALE NEW HEIGHTS

\$200 One-time setup fee

\$425/MONTH Includes:



- ★ Set up and manage customized Twitter, Facebook and LinkedIn social media campaigns, as outlined above.
- ★ Create or upgrade a customized blog platform on either BlogSpot or WordPress.
- ★ Write 1 original post per week, depending on the quantity of content we get from you. The more info you provide the higher quantity and better quality your blogs will be.
- ★ Buy and post stock photos so that your posts are media-rich, so more likely to generate traffic.
- ★ Retweet posts and link to Facebook and LinkedIn accounts, for further exposure and greater SEO for all associated sites.
- ★ Interact with those who follow your blog. Reply to comments.
- ★ Set up RSS feed (on TwitterFeed) for visitors, so your blog will be syndicated.
- ★ Alert news aggregators when your blog is published.



Social Media PR

REACH THE PEAK

\$500 one-time setup fee +

Includes Twitter, Facebook and LinkedIn plus:

\$600/MONTH with a bi-weekly blog

\$700/MONTH with a weekly blog plus up to 1 social media release per month

\$750/MONTH with a weekly blog plus up to 2 social media releases per month

At Mountain Marketing Group, we have experience on both sides of the editorial fence. So we understand what makes something newsworthy. What's more, we understand that social media marketing is but one tool in an entire chest available to us. To establish you as a leader in the field, we recommend that you allow us to develop a comprehensive public relations campaign, which we will enhance through the above Internet marketing techniques. This campaign would include the following:

- ★ Write, prepare and distribute social media press releases; make media pitches and send social media releases for events, legislative changes and other newsworthy information that will put you and/or your brand in the news (1 releases/ per month).
- ★ Link press releases, and any additional media coverage, to all of the above, which will boost SEO and further establish you and your employees as thought leaders.
- ★ Strategize with you, on an ongoing basis, about ways to leverage your current activities and connections to build media interest. We will, further, advise you about ideas for generating press, on the Internet as well as in printed publications.

Ask about custom packages and/or additional services available, a la carte

