

SMM (Social Media Marketing) PACKAGE

SOCIAL MEDIA MARKETING	
1	<p>Facebook Profile & Page Creation Select a 'Vanity' URL Tab Creation Facebook Apps Installation Posting Updates graphical & text based posts (2-3 per week) Cover & Profile Photo Design Facebook Fan Engagement Facebook Likes (don't commit for exact no. of likes) Creating Hashtags</p>
2	<p>Twitter Profile & Page creation Customized profile theme (Background photo, tab colors etc.) Managing Follow and Followers List Tweets (2-3 per week) Creation of Hashtags Participation in trending hashtags</p>
3	<p>Google + Profile & Page creation Customized profile theme Managing Google+ Circles & Communities Posts & Content Sharing (2-3 per week)</p>
4	<p>LinkedIn Setting-up the Profile Page, Managing Links & Posts Create a Page Setup Participating in Professional Discussions, Conduct Market Research Request for Recommendations & Endorsements</p>
5	<p>YouTube YouTube Channel – Profile Customization Video Optimization Create channels Managing YouTube Video Analytics Channel Subscribers Note :- video would be provided by the client</p>
6	<p>Pinterest Creating & Customizing Profile Managing Pin It Buttons Following Communities Optimize our Pinned Images & Name</p>
7	<p>Instagram Creating & Customizing Profile Managing account and posting Following and Followers Optimize Images with hashtags</p>

SMM (Social Media Marketing) Definitions

1. Facebook

Profile & Page Creation - We create a Facebook profile/ page representing your business, its products & services.

Select a 'Vanity' URL – Claiming a profile URL to your business name for your Facebook Fan Page.

Tab Creation – Tabs are buttons to various sub-sections of your Facebook profile such as 'Photos', 'Likes' etc. that your followers see when they visit your Facebook page.

Facebook Apps Installation – Up to 6 custom apps will be installed and designed to match with the Facebook profile theme & brand (Facebook apps include Photos, Videos, Links, Events and Notes etc.)

Posting Updates – Adding graphical & text-based Posts on a weekly basis. These posts may include sharing snippets from other media platforms related to the business-specific industry as well.

Cover & Profile Photo Design – We will create up to 5 new cover photos & profile photos every month and rotate these photos on the profile on a weekly basis.

Facebook Fan Engagement – Reaching out to your potential customers & expanding your loyal customer interaction through various methods such as sending Follow & Page 'Likes' invites, personalized messages & posts, socializing & complimenting on their participation etc.

Increase Facebook Likes – We create a business-specific strategy to increase Facebook page Likes from their business circle and similar industries. Individuals who have an interest and are directly or indirectly related to the business industry are targeted as well.

Creating Hashtags – Hashtags indicate that your post is part of a larger discussion or is part of a main category. We create most relevant hashtags to your business and their products & services or the trending topics in and around your industry along with a descriptive content. When the users click on the hashtag, they are taken to something similar to a category archive page, where all posts from your friends & other users and groups with that hashtag are displayed.

2. Twitter

Profile & Page creation- We will create a Twitter business account that represents your business, its products & services.

Customized profile theme (Background photo, tab colors etc.)

We will customize your Twitter profile page with professional background photo and tab colors.

Managing Follow and Followers List

We will increase your twitter followers and manage them whereby your business visibility will be increased. We manage your invitations to your existing & potential clients to follow your profile page on twitter.

Tweets

Managing your tweets & re-tweets to focus on business's core services & products, right match of keywords & density as well as utilizing the hashtags in the best possible way bring the best result out of the business twitter account. Another key factor is to encourage users to re-tweet your tweets and make some noise which helps in expanding your business reach and brand awareness.

Creation of Hashtags

Hashtags are the most important part of twitter profile management which allows users who are not following you to see your tweets as well as create unique hashtags and help make the brand name viral and further building brand recognition and loyalty.

Participation in Trending Hashtags

Actively participating in most relevant trending hashtags of the client's industry to target your market, expand your reach and get your content & brand found online.

3. Google +

Profile & Page creation

Google Plus is one of the leading and most useful Social Networking sites wherein we will create your business / personal profile to achieve an improved local search visibility, especially for a small to medium-sized business. As each post made on Google+ has a unique URL, these posts hold a greater chance of ranking directly in the Google search as the content interaction is increased.

Customized profile theme

We manage and optimize your Google+ through various customizations in your profile such as page tag line, about section, generating Google+ Direct Connect, randomly changing profile photo & theme.

Managing Google+ Circles & Communities

Google+ Circles is a group of individuals & company profiles on Google+ related to the client's business & industry. The Circles can be used in many different ways such as:

- Creating circles of your clients, vendors, team, or co-workers
- Share relevant content & announce new products with the appropriate circles
-

Posts & Content Sharing

Link your Google+ profile to your website or Blog and claim your "Google Authorship" status.

Creating regular posts & sharing content to Google+ profile helps Google index your content faster giving your business a better chance of being seen by your potential clients in the SERPs.

4. LinkedIn

Setting-up the Profile Page, Managing Links & Posts

LinkedIn is specifically geared toward building valuable business connections by way of connecting professionals with potential clients and employers. Managing a group of prospective clients and influencers of your industry and then post content such as Articles, Press Releases and Blog posts to promote products or services in a natural and organic way is closely monitored.

Participating in Professional Discussions, Conduct Market Research:

This includes managing regular participation in various discussions and initiating polls within your own customer or user LinkedIn Groups to collect feedback on your product or service.

Request for Recommendations & Endorsements

Word-of-mouth testimonials provide credibility that encourages people to do business with you. There are periodic requests that are sent to your close LinkedIn groups & individual accounts to 'ask for endorsements' on your LinkedIn profile.

5. YouTube

YouTube Channel – Profile Customization

We manage your profile by constantly updating the following sections: Channel Art (image), Channel Trailer (promotional video), Channel Description & adding web links, theme colors, managing tabs etc.

Video Optimization

Optimizing videos on YouTube include managing keywords/tags, video title & description, category selection, placing call-to-action buttons, creating playlists etc. The video optimizing content is carefully drafted that is not only engaging, entertaining or informative, but most importantly, shareable.

Create channels

Dedicated or multiple Channels can be added under the YouTube account to showcase various products or branches of a same business. YouTube Channel name selected is based on your related industry & on your core products & keywords.

Managing YouTube Video Analytics

YouTube Analytics improves on Insights' services by giving more detailed statistics on user and viewer behavior. YouTube video descriptions are optimized for the highest viewed submissions in order to generate more traffic to the client's main site. Online marketing efforts via YouTube is more effective in engaging targeted audiences & increasing rankings in SERPs by producing more videos that are targeted and relevant to search queries and keywords.

Channel Subscribers

We focus on ranking your each video which further increases your Subscribers count. When users subscribe to your Channel, your videos will automatically be placed on their YouTube Dashboard, they receive automatic email updates when you upload new video content etc.

6. Pinterest

Creating & Customizing Profile

We create your business profile in Pinterest and customize the page custom-branded with your business logo, theme color etc.

Managing Pin It Buttons

Embedding Pin It buttons within your website's key sections so that your site audiences may click your Pin It widget and publish your data on their own pin-board. The greater your products & services which are published on users pin-boards that link back aimed at your website, the greater traffic your website is expected to get.

Following Communities

If you have list of your customers and friends, it will be great to increase your Pinterest Pins, Likes, Comments & Follows interacting with the community and "pinning" items from other community members as well.

Optimize our Pinned Images & Name

Optimizing your product related images with most relevant keywords in the image names, description etc. ensure that the attention of other entrepreneurs who may be looking to invest or be partners with you is on the increase. The process includes uploading a custom-branded picture of your product or service as a pin, add your contact information in the caption, and promote this pin to other boards.

7. Instagram

Creating & Customizing Profile - We create your profile in Instagram and customize the page custom-branded with your business logo, theme color etc.

Posting Updates - Adding graphical & text-based Posts on a weekly basis. These posts may include sharing snippets from other media platforms related to the business-specific industry as well.

Creating Hashtags - Hashtags indicate that your post is part of a larger discussion or is part of a main category. We create most relevant hashtags to your business and their products & services or the trending topics in and around your industry along with a descriptive content. When the users click on the hashtags, they are taken to something similar to a category archive page, where all posts from your friends & other users and groups with that hashtags are displayed.

Following and Followers - If you have list of your customers and friends, it will be great to increase your followers, Likes, Comments & Follows interacting with the community.

Optimize Images & Name - Optimizing your product related images with most relevant keywords in the image names, description etc. ensure that the attention of other entrepreneurs who may be looking to invest or be partners with you is on the increase. The process includes uploading a custom-branded picture of your product or service as a pin, add your contact information in the caption, and promote this pin to other boards.

Weekly Posting Schedule

	Facebook posting	Twitter posting	G+ posting	Pinterest posting	Instagram posting	YouTube posting
Monday	1			1		1
Tuesday		1			1	
Wednesday	1					
Thursday		1		1		
Friday			1		1	1
Saturday						
Sunday						

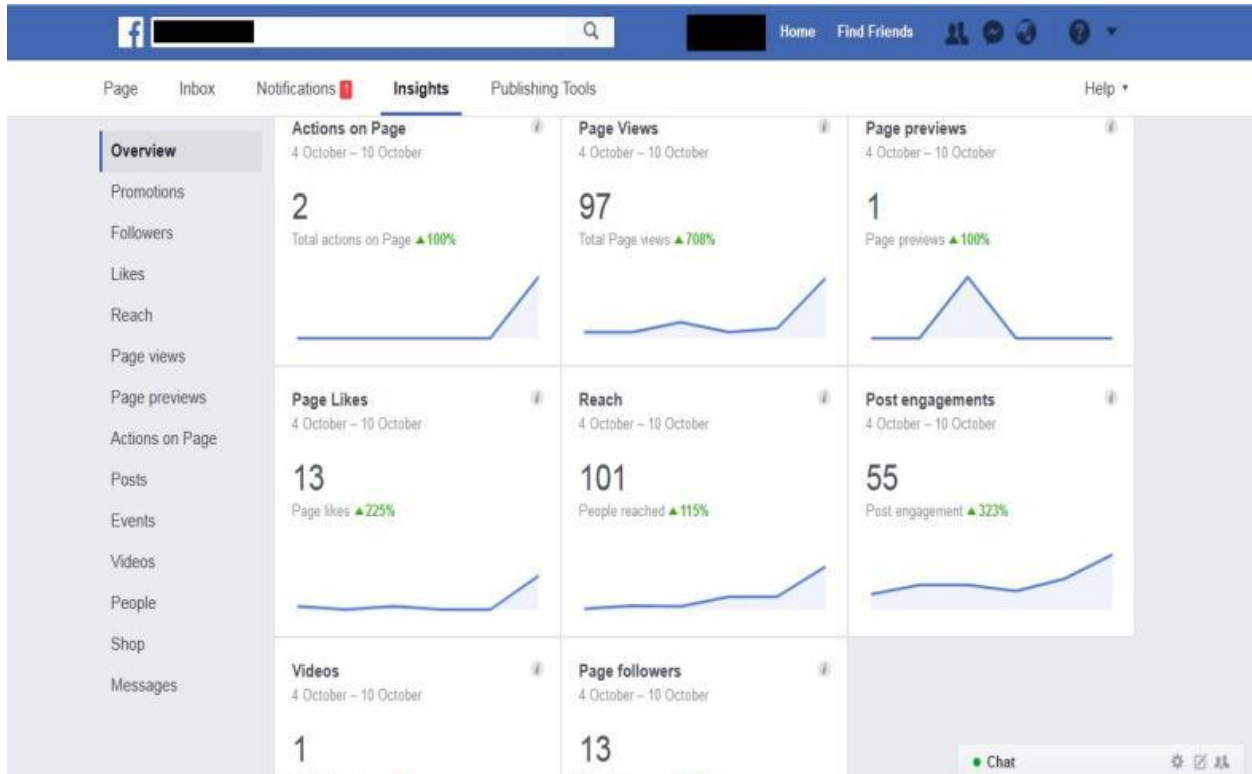
Note: A part from the above schedule we will do posting on special occasion / special day.

Our Requirement

Required Items	Total No's	Guideline
Images	08	<p>We need 08 raw images in a month.</p> <p>Images - Images should be related to your business, Offers, Deals, New Services</p>
Text content	08	<p>We need 08 text contents in a month.</p> <p>Text -Please send the text contents within 180 characters. Text contents should be describing the images.</p>
Video	02	<p>We need 02 Video with 2-3 minutes' length</p> <p>Video of work, testimonials video, intro video, We will create the channel and add video in playlist with proper keywords and tags</p>

Reporting System

We will send you the monthly report on regular basis in both dynamic and static format.



Report in Excel Format

	A	B	C	D	E
1					
2	SMM sites	Username	Password	URL	July'18 Work Report
3					
4	Social Networking				
5	Facebook	samlereport@gmail.com	Password	https://www.facebook.com/pages/Samlereport	5 likes
6	Pinterest	samlereport@gmail.com	Password	http://www.pinterest.com/Samlereport	5 Boards, 15 pins, 9 Likes
7	Google Plus	samlereport@gmail.com	Password	https://plus.google.com/u/0/b/Samlereport	managing profile activities
8	Instagram	samlereport@gmail.com	Password	https://www.instagram.com/samlereport	managing profile activities
9					
10	Microblogging				
11	Twitter	samlereport@gmail.com	Password	https://twitter.com/samlereport	0 tweets, 0 Following , 0 Followers
12					
13	Video Submissions				
14	Youtube	samlereport@gmail.com	Password	http://www.youtube.com/user/samlereport	No Upload
15					