

Package #1: Do You Really Need Facebook & Multiple Other Networks, Or Can You Get Away With Less?

Many people are unsure of how much time, money and energy they should really be investing in social media.

Since every business is unique and operates in an individual marketplace, the best way to determine the right mix of time, effort and money to investment social media is to start by considering how your competitors are using social media to develop a community and support their businesses.

By starting with a clear, realistic understanding of how each of your primary competitors is using social media poorly or properly right now, you'll be able to learn from their successes/failures and identify the most important social media influencers (individual consumers) and active communities for your business to join.

Two weeks: A Marketplace Tour & Introduction to your competitors and colleagues' activities on social media

What You Get:

- Review of your competitors social media activities including:
 - a. **Facebook**
 - i. # Friends and/or Likes
 - ii. What are they doing right/wrong – are they authentic and engaging?
 - iii. Does the owner have an active, authentic personal profile and is it optimized to work as an ongoing press-kit and publicity development tool?
 - iv. Are they using a Facebook Page; is it active and well-used?
 - v. Highlights of community-development activities
 - b. **Twitter**
 - i. # Following, # Followers, # Listed, #Tweets
 - ii. Frequency & Quality of Tweets – are they interesting, engaging?
 - iii. Are they using a Custom Twitter Background?
 - iv. Innovations on Twitter; community-development activities
 - c. **LinkedIn**
 - i. # Employees listed with personal profiles
 - ii. Business Profile and # Followers
 - d. **Foursquare** – do they appear to be engaging with their customers in Foursquare?
 - e. **eNewsletter** – do they have one
 - f. **Cause/Charity** alignment and key events for each competitor
- Topline recommendations for your marketing and social media marketing activities

Your Investment:

- Time: 1 hour interview/briefing meeting; 1 hour presentation of findings
- Items/Info: List of target markets, competitors, potential partners
- Cost: One time: \$200 - \$495 +HST (prices go up as inventory goes down; don't delay!)

Package #2: Your Social Media Marketing & Sales Strategy Created (or Updated), With New Technologies

Strategy can be an overwhelming concept for many business owners who aren't career marketing professionals, and since social media isn't a traditional "advertising" medium, it has to be used strategically to be successful at supporting your business bottom line, without wasting your already-limited business time, money and resources.

Your social media strategy will be based on what type of community you want to build around your business. If you reward your best customers/clients with free, fun and informative info & activities on the social networks where they are entertaining themselves and their communities, you're actively encouraging and empowering them to easily share you with their friends, family and colleagues online. You never know who in their worldwide network is a mass-media journalist, blogger, potential customer or potential partner to your business.

Four months: Social Media Marketing Strategy Development & Presentation

What you Get:

- Month 1:
 - All elements of Package #1 – Review your business & competitor's current use of social media
 - All elements of Package #3 – Jump-Start expert setup on all four major social networking platforms
 - Virtual coaching meeting to review best practices and answer questions on Facebook
- Month 2:
 - Monitoring conversations for online community & cultural information and opportunities
 - Virtual coaching meeting to review best practices and answer questions on Twitter
- Month 3:
 - Social media marketing plan & strategy development; presentation
 - Virtual coaching meeting to review best practices and answer questions on LinkedIn
- Month 4:
 - Virtual coaching meeting to review best practices and answer questions on Foursquare

Your Investment:

- Time:
 - a. Month 1 – approximately 3.5 hrs meetings; your additional social media time investment will be based on your needs, time-availability and interest
 - b. Month 2 – approximately 2.0 hrs meetings; your additional...
 - c. Month 3 – approximately 3.5 hrs meetings; your additional...
 - d. Month 4 – approximately 1.0 hrs meetings; your additional...
 - e. Ongoing – Add One-Year Shared Community Manager (Package #4) at Rate Level 1 or manage it on your own... you'll get out of it what you put into it!
- Items/Info:
 - a. List of target markets, competitors, potential partners
 - b. Logo, soft copy (digital files) of all advertisements, marketing brochures, press releases
- Cost: One time: \$3500 - \$4950 +HST; 4 Monthly Equal Payments available for 5% fee

Package #3: Ready To Start Communicating & Networking, Just Need Fast Expert Technical SetUp?

This package is for you if you already know exactly what your competitors are saying and what you want to say (what you want to give, to support & encourage your community to share you with their community), but you don't technically know how to set up a Facebook Page or Event, Twitter profile, LinkedIn Company Profile, Foursquare promotion, etc.

14-day Jump-Start setup on all major platforms & apply our expert community building techniques to start

1. FACEBOOK
 - Page set-up with page picture, thumbnail
 - 3 early updates (sent on your behalf)
 - 1 Event RSVP page set-up
 - \$50 Facebook CPC ad campaign (included) to illustrate the value of Facebook CPC advertising and to demonstrate how to determine the best performing ad offer
 - Announcement/link on 5 relevant pages
 - 5 Facebook status update themes
 2. TWITTER
 - Profile with customized background
 - 50 targeted, customized follows/followers
 - 5 early Tweets (sent on your behalf)
 - 10 Tweet themes /categories
 3. FOURSQUARE
 - Retail location mapping & claim
 - Customer/community engagement strategies & sales promotion opportunities
 4. LINKEDIN
 - Business page set-up
 - Community development strategy
 5. VIRTUAL COACHING
 - 4 x 1-hour monthly coaching meetings to point you in the right direction
 - 2 x anytime 911 calls for SM coaching
- (Twitter continued)
- Engagement strategy

Your Investment:

- Time: 1 hour interview/briefing meeting; 1 hour presentation of findings
4 x 1 hr monthly virtual meetings to review best practices and answer questions
- Items/Info:
 - a. List of target markets, competitors, potential partners
 - b. Logo, soft copy (digital files) of all advertisements, marketing brochures, press releases
- Cost: One time: \$1500 - \$2000 +HST; 2 Monthly Equal Payments available for 5% fee

Package #4: Want An Expert To Set Up & Develop Your Online & Offline Community For You?

One Year of Shared Social Media Manager / Community Manager Services

Building a community around your business gives you an open line of communication to your most talkative, social customers so you can deepen your relationship with your customers and grow their trust in you so you can use them to develop referrals and word-of-mouth buzz, develop publicity online and in mass-media, find staff, find business partners and strategic alliances, monitor your competitors, etc .

Note: Full-time Community Manager can be hired for approximately \$60,000/annual salary

What You Get:

- FACEBOOK, TWITTER, LINKEDIN & FOURSQUARE Jump-Start Setup in Package #3
- Monthly Reports monitoring conversations about your business, customers, marketplace
- Ongoing monitoring of conversations to interact & engage with customers on your behalf or delegate to your appropriate customer service, human resources, legal, communications or other staff
- Monthly 1-hour virtual meetings to review:
 - Social Media Objectives & Achievements
 - Business Marketing Integration – where else should you promote your social media offerings?
 - Coaching/brainstorming on expert advertising campaigns and content themes for your community communications plan

Your Investment:

- Time: 1 hour interview/briefing meeting; 1 hour presentation of findings
4 x 1 hr monthly virtual meetings to review best practices and answer questions
12 x 1 hr monthly coaching/brainstorming meetings
Additional time by you & your staff to interact & engage with the community
- Items/Info:
 - a. List of target markets, competitors, potential partners
 - b. Logo, soft copy (digital files) of all advertisements, marketing brochures, press releases
 - c. Copy of your existing social media and communications plans/strategy
- Cost: One time: \$5000 - \$8100 +HST; 12 Monthly Equal Payments available for 5% fee

The best part about being an entrepreneur is when you realize you're not SELF-employed at all; every day you get to choose your coworkers. Check out my social profiles on Facebook, LinkedIn, Twitter or Google me to see who's talking about me & what they're saying. Working with DH Partners Media Planning gives your business access to our personal rolodex of professional contacts, resources and offers from our clients – Is there anything you really need today we can help you find?

Package 1 is an initial consultation package, so payments are not available, but all other packages can be paid in equal monthly payments at the beginning of each month of service. **To secure your rate & package, the final month's payment is required as a deposit.**

Rate Level 4 is reserved for exclusively for qualified charities and not For Profit organizations who apply and are selected for these limited services. I'm thrilled to pay-it-forward, donating an additional 50% of these package sales profits to other charitable organizations.

****Special Rate**** Current clients of DH Partners Media Planning ALWAYS enjoy Rate Level 1

November Package Inventory & Prices:

		Client 1	Client 2	Client 3	Client 4	Client 5	Client 6	Client 7	Client 8	Client 9	Client 10
Price Level		1	1	1	2	2	2	2	3	3	4 (NFP)
# avail											
Pkg 1	10	\$200	\$200	\$200	\$395	\$395	\$395	\$395	\$495	\$495	\$100
Pkg 2	7	\$3,500	\$3,500	-	\$3,950	\$3,950	-	-	\$4,950	\$4,950	\$1,750
Pkg 3	10	\$1,500	\$1,500	\$1,500	\$1,750	\$1,750	\$1,750	\$1,750	\$2,000	\$2,000	\$750
Pkg 4	4	\$5,000	-	-	\$6,750	-	-	-	\$8,100	-	\$2,500

Need something more specific and immediate?

- Facebook Business Page Set-Up (Includes \$50 ad campaign) \$150
- Facebook Event SetUp \$75
- Twitter Page SetUp & 100 strategic follows \$75
- Google Reader & Google Alerts SetUp (word of mouth & publicity monitoring) \$100
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Call Debbie at 416-553-2157 to check on current package rate levels and availabilities.

Whether or not you choose to hire us immediately, I always try to give high-value information – to be sure you're up to date on all our recommended important & recent social media tips for businesses:

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- Follow DH Partners Media Planning on Twitter @dhpToronto or
- Follow & participate in the DH Partners Media Planning community on LinkedIn