

C-Bundle: Social Media

SOCIAL MEDIA SETUP | SOCIAL MEDIA ADMINISTRATION & MANAGEMENT |
SEARCH ENGINE OPTIMIZATION | BLOG WRITING

There are four deliverables within our Social Media Bundle. If your company is new to social media, without an established presence, we recommend the full bundle as noted here in the following order. If you have an established presence, but would like to enhance your SEO and/or blog writing, we can customize elements of this bundle to meet your needs.

- I. Social Media Setup
- II. Social Media Administration & Management
- III. Search Engine Optimization
- IV. Blog Writing Services

I. Social Media Setup

C-leveled will help your company to increase visibility on the Internet by establishing a presence on the major social media platforms.

Project Scope:

- Perform benchmarking to understand how the industry, competitors and clients are utilizing Social Media Marketing (SMM).
- Analyze, identify and present best practices associated with SMM in a report-out to client.
- Strategize and develop a roadmap with recommended SMM projects along with tactics associated with implementing each.
- Establish and design social media accounts and create online profiles while also recommending options for individual users.

Includes:

- Facebook
 - Twitter
 - LinkedIn
 - YouTube (Optional)
- Create a social media presence to match your existing brand
 - Write copy for social media sites that provide an overview of your organization and include descriptive keywords to help with search engine optimization

II. Social Media Administration & Management

The Project Goal of this activity is to improve engagement with existing and potential customers through administration and management of clients social media presence.

Project Scope:

- Identify metrics to measure success of SMM projects.
- Monitor programs and issues that are important to your stakeholders. In this phase we setup channels to follow topics that interest you personally, your organization or your stakeholders.
- Interact with key audiences through social computing to build awareness for your organization's brand.
- Use social media tools for collaboration and beginning to participate in the "discussions" to help develop relationships within the appropriate forums.
- Assist with content development, delivery or monitoring of any SMM projects.
- Increase visibility and trust for your organization by being consistently involved in discussions or aggregating information relevant to your stakeholders. This is a great opportunity to demonstrate your expertise.

Social Media Platforms

- Facebook
- LinkedIn
- Twitter
- YouTube (Optional)



III. Search Engine Optimization Management

C-leveled will help you to increase your company's visibility on the Internet using Search Engine Optimization (SEO). Search Engine Optimization (SEO) is the process of improving the visibility of a website or individual pages in search engines through un-paid (organic) means. Sample tactics associated with SEO include link building, keyword optimization, updating HTML code and enabling indexing. This management process takes about 30 days

Project Scope:

- Registering your company with Bing, Google and Yahoo to create a local listing (Place / Map).
- Optimizing listings to include multimedia, company description and applicable keywords.
- Localizing for surrounding geographic area.
- Registering your company with applicable online directories including data providers, Internet Yellow Pages, interactive business directories, local business directories and vertical business directories.
- Registering your company with applicable online directories including data providers, Internet Yellow Pages, interactive business directories, local business directories and vertical business directories (Ex InfoUSA, SuperPages, Yellowpages.com, Yellowbook.com, Yelp, Citysearch, Insider Pages, Kudzu and Local.com)

IV. Blog Writing Services

A Blog (a blend of the term web log) is a specific type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary on a particular subject. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic.

Search Engine Optimization (SEO) is the process of improving the visibility of a website or individual pages in search engines through un-paid (organic) means. Sample tactics associated with SEO include link building, keyword optimization, updating HTML code and enabling indexing.

Project Scope:

- Perform consultation to learn about your audience, stakeholders and products/services.
- Establish editorial calendar with topics aligned to your business offerings.
- Author blog posts consisting of exclusive articles or commentary on existing industry news/articles.
- Optimize posts around keywords or topics that are important to client.
- Deliver blog post to client based on pre-determined schedule (weekly or twice a month)
- Blogs span the duration of 6 months, or pending the frequency of blogs determined