

Online Marketing

Social Media/Web Marketing Strategy

Wordpress Blog/Twitter Page/Facebook Profile and Fan Page/ LinkedIn Profile/ Flickr and YouTube (if applicable)/Social Bookmarking/Online PR

This Plan is comprised of four fundamental phases – research, strategy, implementation and measurement.

RESEARCH:

- Analyze key words phrases pertaining to niche topics.
 - Study visitor behaviors on current Social Media Profiles and recommend adjustments as needed.
 - Identify URL's of potential interest to the target audience and potential rainmakers in this arena.
- Initial researched targets include:

STRATEGY:

Creation and Design, Maintenance and Tracking of Social Media profiles and WordPress Blog to incite a grassroots movement based on existing and promoted controversies surrounding the potentials of the US Education System.

DESIGN and ONLINE BRAND BUILDING

The Twitter and Facebook FAN pages will be designed with graphics and content from the website to build the online brand and enhance brand recognition. All other profiles and pages will include applicable graphics and content that will inform drive traffic.

ACCOUNT RECORD

An excel spreadsheet including the URL's, logins, emails, passwords and bit.ly links associated with all Client profiles, pages and sites will be provided once the design portion of the network setup is complete.

LINK TRACKING SETUP

All profiles, posts and relative content will have a bit.ly link created for them so real-time click-through tracking can be done at any given time on any account or content.

BOOKMARKING

Each blog post will be bookmarked on various sites including Digg, del.icio.us, Reddit and dii.go to extend reach and improve organic SEO for all profiles/sites/pages.

Account Record

An excel spreadsheet including the URL's, logins, emails, passwords and bit.ly links associated with all Client profiles, pages and sites will be provided twice the design portion of the networking is complete. All account creation and graphic design, when applicable, will be done by WriteMinded, LLC.

Monthly Press Release

A monthly press release will be written reporting news topics relating to Client's business. Each PR will be submitted to three niche and three general online or print publications or sites and will include graphics and hyperlinks to increase SEO, when applicable.

WordPress Blog

Overview: Offsite Wordpress Blog will be continually propagated with content based on article topics chosen by Client.

Timeline: The Blog will be updated twice a week. Internal blog posts will be posted to the site as received.

Bookmarking: Each blog post will be bookmarked on various sites including Digg, del.icio.us, Reddit and dii.go.

Reposting: Blog posts will be posted to the Facebook and LinkedIn statuses as well as shared with all groups on Facebook and LinkedIn.

Twitter Page

Overview: Content will include track-able bit.ly links leading back to the Linked In page, the WordPress blog, and the Facebook page in each tweet to help drive traffic to these sites. WriteMinded, LLC will follow people that will provide viable content to Client's followers as well as prospective Clients.

Timeline: Content will be added to the page three times a day and one other time a week via the Wordpress Blog RSS Feed.

One manual post will be done daily. These manual tweets will include bit.ly links back to the website, the LinkedIn Page and the Facebook Fan Page.

It is recommended that manual tweets discuss current business/information for Client. Bit.ly links for all profiles and pages will be provided by WriteMinded, LLC for Client use.

Automated tweets will be set twice a day via Google feeds in the Client niche market.

WriteMinded, LLC will also monitor followers on a weekly basis to be sure that all are professional in their content.

Facebook Profile and Fan Page

Overview: Profile page will be a vehicle through which to promote the Business fan page.

- Interaction, by Client, every other day is recommended. Facebook is very strict about marketing on the site, so the most important aspect of this page is the personal contacts it can create via updates and conversations. WriteMinded, LLC will monitor email and contact activity to check for email, updates and information from friends. Any news or sales contacts will be forwarded to the Client email provided.

Timeline: The Fan Page will be updated twice a week via the WordPress blog feed. Status will be updated weekly by WriteMinded, LLC with blog references and links.

Detail: Interaction is the name of the game on this site as well as LinkedIn.

The Facebook Profile Page will become a FAN of other pages to build brand awareness. The Profile entity will join groups to promote the product.

Both the Fan page and Group memberships (intention to create Facebook friends) will provide a vehicle to promote the Client Fan page and products.

Any Press Releases promoted will be posted to the "Notes" Section of the Facebook Profile Page and sent to all Facebook friends, if requested.

Bookmarking: Both the Facebook Profile and the Fan pages will be bookmarked on Digg, del.icio.us, Reddit and dii.go.

LinkedIn Profile

Overview: Interaction, every other day is recommended. WriteMinded, LLC will monitor email and contact activity to check for email, updates and information from friends. Any news or sales contacts will be forwarded to the Client email provided.

Timeline: Every other day contact and conversation involvement is recommended to be done by Client. WriteMinded, LLC will join groups based on Client's criteria. Updates will be made weekly by WriteMinded, LLC as well as making connections on a weekly basis with group members in Client's target market.

Detail: The LinkedIn profile requires a person's picture and name attached to it. The Client LinkedIn profile will join state and local government groups, corporate business groups to promote Client site, news and information.

Bookmarking: The LinkedIn profile page will be bookmarked on Digg, del.icio.us, Reddit and diigo.

RSS Feeds: The LinkedIn profile page will be updated with WordPress blog content via the WordPress application twice a week as well as by the Twitter tweets daily via the Twitter application.

Flickr and YouTube

Links to the sites via press releases, and social media links will drive traffic to build brand awareness. Links will point to the Client website from all social media sites.

METRICS REPORT

Monthly report based on bit.ly links, network growth and views for all profiles to help assess effective marketing techniques and allow for necessary adjustments.

Metrics Report will include:

- Facebook FAN Page, LinkedIn and Twitter Network Growth Statistics to show expanded reach.
- Twitter ReTweets, Mentions and Direct Messages to show the effect in this community.
- Facebook FAN Page and LinkedIn Group Community Growth.
- When applicable, monthly monitoring or Email Marketing registrants as well as reporting based on response.
- Google Analytics Reports
- Bit.ly link statistics for all links included in all online content sources. Bit.ly does real-time, geo-tracking for all forums promoting any specific link.