

Web Marketing Strategy

PPC/ Wordpress Blog/ Twitter Page/Facebook Profile and Fan Page/ LinkedIn Profile/Video or Graphic Sharing/

Data required to move forward:

- Dedicated email address to filter all contacts from all profiles for any necessary interaction by Company Name, as noted below.
- Existing profiles logins and passwords.
- Graphics/Video to be used on profiles.
- Name and photo for a Company Name Contact to use for the Facebook Profile and LinkedIn Page identities.
- Initial phase will include all graphic design and profile creation.

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 Company Name profiles, pages and sites will be provided once the design portion of the networking is complete and updated as new profiles or accounts are added to the marketing plan.

IMPLEMENTATION:

SET UP - Social Network Platform Criteria

SEO

Directory submissions to 600 web directories, every two months. Backlinks in all content, Article Marketing and PPC aspects will also add to SEO results.

PPC

Google PPC Ad will be created as per client specs and budget. Analytics will be run weekly to assess of ad performance. **Monthly Ad budget beyond \$200 is an additional cost beyond the ad creation, keyword research, monitoring and analytics which is included in your monthly contract fee.**

Website url will be submitted to both niche and general directories, including DMOZ, Yahoo, Bing, AltaVista, Twellow, Zoominfo, and Technorati.

GOOGLE MAPS LISTING

Geo-targeted listing for client's business via Google maps.

***Allows web users to find you by location keyword search or IP address recognition for local brand awareness enhancement.**

WEBSITE KEYWORD/CONTENT UPDATES

Monthly updates to website keywords in both content an HTML tags based on niche keyword research for enhanced organic SEO.

***Organic SEO enhancement.**

WORDPRESS BLOG

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

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 Digg, del.icio.us, Reddit, Propellor, Stumbleupon 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. RSS Feed to Twitter.

TWITTER PAGE

Overview: Content will include track-able bit.ly links leading back to the Linked In page, the WordPress blog, the MySpace profile and the Facebook page in each tweet to help drive traffic to these sites.

Timeline: Content will be added to the page three times a day.

Three posts will be done daily. These manual tweets will include bit.ly links back to the website, the LinkedIn Page, the Facebook Fan Page, other sites and profiles. Bit.ly links for all profiles and pages will be provided by WriteMinded, LLC for Company Name use.

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

Metrics: Retweet tracking by Tweetmeme.

FACEBOOK PROFILE AND FANPAGE

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

- 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 Company Name email provided.

Timeline: The FAN Page will be updated via the WordPress blog feed.

Detail: 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 Company Name Fan page and products.

An iFrame page will be created as the landing page for visitors. It is recommended that this page offer a promotion or unique opportunity only found on Facebook for your business to promote FANS to the site.

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

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

LINKEDIN PROFILE

Overview: Profile page to include business information and other profile links.

- 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 Company Name email provided.

Timeline: Twice weekly contact, updates and conversation involvement will be done.

Detail: The LinkedIn profile requires a person's picture and name attached to it. The Company Name LinkedIn profile will join niche groups to promote Company Name 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.

***Brand awareness, lead generation, target market outreach expansion through networking (B2B)**

MONTHLY PRESS RELEASE

Up to one monthly press release will be written reporting news topics relating to client news will be submitted to:

- <http://www.prlog.org/>
- <http://www.onlineprnews.com/>
- <http://www.24-7pressrelease.com/login.php>
** Press Releases will include graphics and hyperlinks to increase SEO, when applicable.
- Press Release can also be submitted to PR.com. This PAID submission site offers increased exposure up to 10 industry and 2 regional channels as well as direct submission to search engines like Google News, MSN News, Live News, Topix.net, Yahoo News. It is the industry

leader for paid online PR submission. PR.com submissions will include two hyperlinks included in their \$100.00 per month submission fee. **** NOT included in base plan costs.**

***Brand awareness, lead generation**

VIDEO SHARING PROFILES

Overview: Create [Flickr](#), [iTunes](#), [MetaCafe](#), [DailyMotion](#) and [YouTube](#) profiles to promote site and build cause awareness.

Detail: Post video trailers to all sites and submit links/comments to movie review platforms based on those profiles. Join groups related to niche on all applicable sites.** iTunes Content Provider registration can take weeks or months to be approved. The process will be initiated at contract inception and notification of account access will be given when finalized.

***Brand awareness, lead generation and organic SEO from backlinks ** video has the highest SEO potential of any media.**

ARTICLE MARKETING

One article per week will be written based on keywords targeting the Client's market, and submitted to three article marketing sites each.

***Brand awareness, lead generation and organic SEO from backlinks**

MEASUREMENT:

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.