



## SOCIAL MEDIA MANAGEMENT PLANS



## WHAT IS SOCIAL MEDIA?

Social media is a term applied to a wide range of websites and software that allow people (and businesses!) to communicate and share with each other, sometimes instantaneously. Facebook, MySpace, Twitter, LinkedIn, Delicious, YouTube, Flickr, Digg and a wealth of blogs are all part of the social media network.

All over the world, people are talking. And they could be talking about you. Let us help you get social!

## WORKING WITH US

Working with us is easy, simple, and comfortable. Because we are web-based, we make use of a variety of web and communication technologies such as email, instant messaging, and online project management to allow us to stay in touch with you reliably and safely.

**Using our Virtual Web Services brings you many benefits**, including:

- no employee-related taxes, insurance, or benefits
- no payroll costs, such as vacation, overtime, holiday, or sick pay
- no recruiting, hiring, or training expenses
- no office space or equipment costs
- minimal or no training
- to pay only for time and materials spent on a project
- the ability to stay on track and on schedule
- the ability to better manage your time so you can focus on your business and your life
- access to a specialist who can help you virtually anytime, whether you need just a few hours work or ongoing help.

**Who uses our virtual services? People just like you:**

- small business owners
- independent consultants or service workers
- larger businesses who need a little help to get a project done
- travelers who need help while they're on the road



## SERVICES INCLUDED

We can establish and manage your business-specific social media, or we can develop an overall strategy and provide training for you to manage your media yourself. Services include:

### Developing a Strategy

- finding and tracking mentions of you or your company online
- identifying your target markets and goals
- establishing social media accounts for you or your business
- establishing or upgrading a blog for you or your business
- developing an overall social media strategy including when, where, what, and how best to communicate
- listing your blog in appropriate blog directories and assuring that appropriate feedback mechanisms are in place to notify directories of new content

### Engaging your customers or clients

- Maintaining and creating content for your blog based on your goals
- Researching, creating, and communicating network and blog posts to your social networks
- Monitoring your social media accounts for direct messages and mentions
- Responding to enquiries, questions, or direct posts on your behalf
- Scanning online conversations to join on your behalf
- Ensuring that your blog and website have options for social sharing
- Writing and disseminating news releases and articles
- Participating in relevant online forums on your behalf

### Integrating your media strategy

- Integrating your social accounts and blog communications
- Integrating your social media strategy with any offline events and marketing
- Scanning relevant sites related to your niche for potential news, articles, or links
- Identifying opportunities online for participation and posting across social media

### Monitoring activity

- Establishing analytics for your blog
- Tracking blog statistics relating to new content and social media networking
- Tracking mentions and referral



## PRICING

We offer two social media management plans based on whether you would like us to manage or maintain the strategy or whether you would prefer to do that yourself. Please note that creation or design of a blog, if you don't already have one, is an additional charge.

### 1. You Manage it -- \$300

We will create a strategy with you, establish accounts, establish analytics for you to monitor, and develop a schedule for engaging your customers and we will provide instructions for how to manage the media.

### 2. We Manage it – Subscription Plan

We can assist you at any stage of your marketing strategy, from developing a plan to monitoring activity using one of our subscription plans. we charge **by the minute** for subscription plans. We also price our plans with progressive discounts, so the more time you purchase, the lower your rate will be. See the table below for our subscription plan rates

#### Features:

- Monthly service hours can be rolled-over or banked for the full term of your commitment -- so if you don't use your full allocation one month, you can add it to your time the following month (hours cannot be banked beyond the term you sign up for)
- Hourly rates are discounted a minimum of 15% off regular pay-as-you-go rates. Additional hours are billed as needed for work you request at the hourly rate of \$60.00 per hour if your banked hours run out.
- Available in three, six, and twelve month terms, payable in advance.

	Glow-1	Glow-2.5	Glow-5	Glow-10
Total hours per month	1	2.5	5	10
Discount off regular rate	15%	20%	25%	30%
Subscription hourly rate	\$50/hour	\$48/hour	\$45/hour	\$42/hour
Monthly rate	\$50/month	\$120/month	\$225/month	\$420month
Quarterly rate	\$150	\$360	\$675	\$1,260
Biannual rate	\$300	\$720	\$1,350	\$2,520
Annual rate	\$600	\$1,440	\$2,700	\$5,040



## INTERESTED IN WORKING WITH US?

Interested? Please contact us at [info@glowvirtual.com](mailto:info@glowvirtual.com), or visit our website to sign up today at <http://glowvirtual.com/signup.html>