



Social Media Gold Plan 8-12 hour set up 15 hours per month

We become a much more active player in your social media team to post, monitor and grow your page the right way. This is meant for companies that are wanting to take their Facebook page to the next level. We will help you increase client engagement, grow your fan count and provide you with new strategic initiatives to enhance social media growth.

Set Up

Getting Started

- Pre-launch Social Media Audit
- Creation of Facebook and Twitter accounts if they have not already been created
- Creation of other social media accounts: Foursquare, Google+, LinkedIn, Gowalla, and many more.
- Vanity URL creation, customize information, add applications based on need

Dynamic Design

- Facebook Welcome Page Design
- Large Facebook profile photo to take advantage of the full dimensions allowed by Facebook
- Twitter Background
- Twitter Avatar
- Custom Header Images used to highlight key products, services, specials or features of your brand.
- Custom Fan-gated content page enhancing fan acquisition and fan conversion rates

Website Integration

- Addition of Facebook Widget in the most optimal place on your website
- Addition of Twitter Widget in the most optimal place on your website

High Powered Launch

- E-blast sent to your current database introducing your new Facebook and Twitter accounts
- Blog entry written by our copy writers and posted on your blog introducing your new accounts

Monthly Interaction

Manage & Monitor

- Post up to **30** posts per month on both Facebook and Twitter (daily moderation of page conversations)
- Monthly suggestions for improvement and strategy.
- Monthly analytics and reporting

Consulting

- (1) 45 minute training sessions teaching how to optimize posts and manage the pages more effectively.

Monthly Contests

- Manage a contest to encourage interaction and exponentially grow your fan base. Includes: developing theme, compiling rules, creative/design, application management, and entry/voting.

Focused Twitter Campaign

- Geographically & Demographically target users
- Target based on up to 5 keywords

**For more information about our Social Media Marketing Gold Plan,
visit our website www.icoastalnet.com or call 1-866-249-6095 today!**

