



## Social Media Silver Plan 8-12 hour set up 10 hours per month

While continuing to work with your appointed on-site social media manager, we assist you in engaging your fans with highly interactive contests. We train and help with posting, monitor and growing your page the right way.

### 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 15 posts per month on both Facebook and Twitter (light moderation of page conversations and daily monitoring)
- Monthly analytics and reporting

#### Consulting

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

#### Targeted Twitter Followers

- Geographically & Demographically target users
- Up to 3 keywords

#### 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.

**For more information about our Social Media Marketing Silver Plan,  
visit our website [www.icoastalnet.com](http://www.icoastalnet.com) or call 1-866-249-6095 today!**

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