



Social Media Packages

Social media is important to businesses because it enables you to engage and share information with your target audience. Social media allows you to support your sales with a broader, online identity for your brand, a face to the name. Customers are likely already talking about you or what you do online, why not be a part of the conversation?

Social media can also generate a broader reach for your organization and provide a way for you to connect with others in the same sector or industry. This helps to identify your community and find out where you can be distinctively unique in your approach.

Features	Get It	Grow It	Rock It
<p>Discovery & Plan – During the initial phase, Focus Communications will research, evaluate and determine the individual or company needs. This research may include meetings, web searches, and an appraisal of the current online presence. Upon completion of the discovery phase, Focus Communications creates a plan based on the needs of the organization. This may include a recommendation of a few social media platforms to increase awareness and presence depending on the nature of the client. Some social media suggestions could be Twitter, Facebook, LinkedIn, YouTube, Flickr or a blog.</p>			
Social media strategy	✓	✓	Enhanced
Custom social media plan	✓	✓	Enhanced
<p>Set Up – Going forward with the decided recommendations, Focus Communications will set up the approved social media. Some platforms require more set up time than others. Some photos and documentation will need to be supplied to maximize the interest in the medium.</p>			
Facebook profile set up	✓	✓	✓
Facebook custom landing page		✓	✓
Facebook albums and content customization			✓
Twitter profile set up	✓	✓	✓
Twitter custom background		✓	✓
Targeted Twitter follows			✓
LinkedIn company profile/group set up	✓	✓	✓
Flickr set up		✓	✓
YouTube channel set up		✓	✓
YouTube custom background		✓	✓
Blog set up		✓	✓
Blog RSS set up			✓
Blog search engine optimization			✓
Podcast set up			✓
<p>Training – Once set up, your team will need the knowledge to provide an immediate way for customers to talk about their experiences with your company. Focus Communications offers several training opportunities ranging from one-on-one coaching to half-day group training courses.</p>			
One-on-One coaching (2 hrs)	✓	✓	
Half-day training course (for up to 20 people)			✓
One time project investment	\$1500	\$2500	\$5000



Social Media Maintenance

Features	Basic	Advanced	Premium
<p>Monthly Maintenance and Monitoring - Depending on your needs, Focus is available to maintain your online presence. It is critical to invest sufficient time in this new media in order to attract and retain your audiences. This can include scheduled updates, public interactions and content additions. We can help.</p> <p>When it comes to social media, there are a range of tools available to measure “eyeballs on screen.” Focus Communications is well-versed in the main analytical tools and can provide regular reports - and analysis - about your social media presence.</p>			
Monthly Facebook updates/engagement	5	15	35
Facebook ads campaign management		✓	✓
Monthly Twitter updates/engagement	60	125	200
Monthly Twitter reassessment of followers and opportunities			✓
Flickr updates/engagement		✓	✓
YouTube management and updates		✓	✓
Monthly YouTube video creation		1	3
LinkedIn management and updates	✓	✓	✓
Weekly blog topics for individuals		✓	✓
Monthly blog posts for corporate clients		1	4
Weekly reporting & analytics	✓	✓	✓
Brand maintenance and community engagement (eyes & ears)			✓
Phone & Email client consultation support	✓	✓	✓
Monthly status meetings			✓
Monthly commitment	\$500	\$900	\$1750

Additional Services

Quotes available upon request

Media releases (traditional and social media)	Website development, design and writing
Advertisements & advertising plans	Blogger outreach
Online advertising	Website directory listings
Newsletters & e-Newsletters	Corporate photography
Corporate reports	Event management and promotions
Focus Groups/Market Research/Questionnaires	Graphic design
Communication training	e-Business card profiles
Employee engagement	Multi-media presentations