



# Strategy

get  
social

get  
noticed

get  
found

# Guide

-  **Sherry Sorensen**  
Customer Relations Manager
-  **Jeremiah Stettler**  
Chief Product Officer



# Welcome!

Thank you so much for choosing Social5 for your social marketing needs. We hope this is the beginning of a long-lasting relationship that helps strengthen your business through social media marketing.

To provide you with the best possible path for success, we have created this strategy guide. You'll find a description of your package, along with tools, technologies and tactics that will help you increase brand awareness and outpace your competition online.

We appreciate you. We know that customers are our business. We promise to provide you with a service that exemplifies our culture of innovation, collaboration and appreciation. Your success is our success.

Our team is ready and willing to assist you in the months ahead. Please reach out to us anytime at [support@social5.com](mailto:support@social5.com). We're here to help you get social, get noticed and get found by future customers.

## *The Social5 Executive Team*



**Rob Wellman**  
chief executive officer



**Judson Smedley**  
chief financial officer



**Matt Brown**  
chief marketing officer



**Marty Haws**  
chief revenue officer



**Rich Christiansen**  
chief technology officer



**Jeremiah Stettler**  
chief content officer

# Get Started

This strategy guide will provide you with tools, technologies and strategies you need to launch an effective social marketing campaign. The following information is contained within this guide.

## Get Started

- Onboarding 4

## Get Social

- Product Overview 8
- Outcomes & Expectation 11
- Social Strategies 12
- Resources 16
- Product Enhancements 17
- Five Week Challenge 18

## Get Noticed

- Product Overview 20
- Outcomes & Expectation 23
- Social Strategies 24
- Resources 28
- Product Enhancements 29
- Five Week Challenge 30

## Get Found

- Product Overview 32
- Outcomes & Expectation 35
- Social Strategies 36
- Resources 40
- Product Enhancements 41
- Five Week Challenge 42

## Appendix

- Social5 App 43
- Analytical Dashboard 45



# Ready, Set, Go!

Congratulations on joining Social5! Here's what we need to get your social marketing strategy off to the races. The faster we get this information, the faster we can get things moving.

## ONBOARDING CHECKLIST: *Needed For All Packages*



**Login** credentials to your social media channels.



Your business **logo** (.ai, .psd, .png)

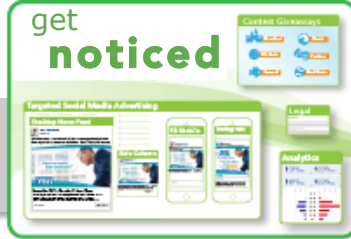


**Email** addresses you would like included in your email marketing campaign (.xsl or.csv format)



**Payment** information

### ONBOARDING CHECKLIST: *Specific Package Needs*



Four survey questions for your Share Out App.



Four survey questions for your Share Out App.



Four survey questions for your Share Out App.



Preferred contact information for your mCard.



Preferred contact information for your mCard.



Preferred contact information for your mCard.



Login credentials to your website.



Login credentials or access to Google Analytics.



# WHAT TO EXPECT

## ONBOARDING CALL:



This is the starting line. Meet with an onboarding specialist and social media strategist to begin your journey from socially awkward to socially savvy.

## CONNECTIONS:



Next, we'll connect to your social media channels. If you don't have any, we'll build new ones for you. We'll also create your mobile marketing suite.

## GRAPHICS:



Now for the artistic touch. Our graphics team will begin work within 3 days of receiving your logo. The first composition will come 48 hours later.

## CONTENT:



Your writing team has been working behind the scenes to develop your content. Publication will begin within two weeks of your onboarding call.

## COMPLETION:



Within 3 weeks, your social marketing campaign will be ready. Expect to see a congratulations email with links to the finished product.

## DEMO:



The last step is to schedule a demo call with our team. We'll give you tips and tricks for success.





# Get Social

This package will provide your business with a professional online presence on the world's largest social media channels, with a predictable stream of journalist-grade content that will position you as an industry leader. It also includes the latest mobile marketing tools for transforming day-to-day social interactions into new business. Together, these tools will help you Get Social!

- Product Overview
- Outcomes | Expectations
- Social Strategies
- Resources
- Product Enhancements
- The Five Week Challenge



# Product Overview

The 'Get Social' package includes a two-fold social marketing strategy that includes digital and interpersonal tools for creating a professional brand presence. The following products will help you increase brand awareness for your business.

## SOCIAL MEDIA PRESENCE (Facebook, LinkedIn, Twitter)



- **Facebook:** We will post 3 times a week on your behalf. These posts will include a combination of photos, links and videos that appeal to your audience. Some posts will refer to your brand. Most will not, consistent with the 'soft-sale' strategy of social media.



- **Twitter:** We will tweet 5 times a week on your behalf. These tweets will include the same topics as published on Facebook, but are formatted differently with appropriate hashtags to appeal to a fast-paced Twitter audience.



- **LinkedIn:** We will post 2 times a week on your LinkedIn page. These posts are typically consistent with your Facebook strategy, but may deviate if you have distinctive audiences on Facebook (B2C) and LinkedIn (B2B).



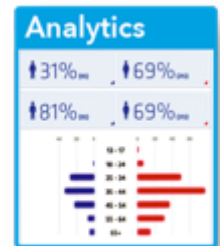
### SOCIAL MEDIA TOOLS

The following business tools are included in your package to enhance your social media presence and protect your business.



- **Review App:** Protect yourself against negative reviews by adding this technology to your page. This curated review app will keep naysayers from damaging your reputation online, while giving positive reviews a technological boost to share kind words with their friends.

- **Analytical Portal:** Monitor your social media performance with this statistical portal that will measure audience growth, viewership, engagement and even post performance. You can access it through the 'Member Login' on the Social5 website.



- **Facebook Boosting Technology** (*Ad Spend Required*): Give your content extra visibility through Social5's content-boosting technology. We will attach a small advertising spend to your Facebook content to increase viewership in your target market.

- **Content Hotline:** Get access to a member of the Social5 writing team to write and publish up to 4 posts a month on local events, photos or happenings. All you have to do is send your request to [support@social5.com](mailto:support@social5.com) and we'll put a writer to work.



### MOBILE MARKETING TOOLS

These products will allow you to transform face-to-face social interactions into new business, while sending a strong message to potential customers that your business is a leader in this increasingly digital age.

- **Mobile Marketing Suite:** Add this marketing app to your phone and tablet to allow you to capture leads on the go. You will have the capability to enter an individual's name, email address and phone number.
- **Introductory Email:** Every new contact you enter into your mobile marketing suite will receive an introductory email with your contact information and a friendly greeting.
- **Monthly Email Blast:** Your writing team will deploy a friendly, non-salesy email to your contact list each month, keeping your business top of mind for when they decide to make a purchase decision.
- **Blog Content:** Your mobile marketing suite will receive blog content twice a month. These blogs will be promoted via social media and email to establish you as an industry leader.
- **mCard:** You will receive a textable business card, in addition to your mobile marketing suite, which can be used in large group environments where mass distribution is preferable.



# Outcomes & Expectations

Your 'Get Social' package is designed with specific objectives and outcomes in mind. When considering the performance of your social marketing strategy, here is what your package will do and won't do:

## YOUR PACKAGE WILL PROVIDE . . .

- ✓ A professional online presence.
- ✓ Fresh content, published for you.
- ✓ Live support for publishing time-sensitive content.
- ✓ Mobile marketing tools for capturing leads.
- ✓ A monthly email outreach to your contact list.
- ✓ Industry-leading, affordable pricing.

## YOUR PACKAGE WILL NOT PROVIDE . . .

- ✗ Rapid audience growth on your social channels.
- ✗ Management of contests and giveaways.
- ✗ Ready-made email marketing lists for distribution.
- ✗ Higher rankings on major search engines.



## Social Strategies



*Growth*

Social media marketing is a journey. To reach your destination, there are three roads you need to travel:

First, you need to “Grow” your audience on the social channels that matter most. No product or service will ever sell without a relevant audience in your target market. Keep in mind, the goal is to build first, establish a reputation, then promote.

*Engagement*

Second, you need to “Engage” your audience. Reward them for following you with information that is fun, friendly and engaging. Think about contests, questions and customer interaction.

*Return  
On  
Investment*

Third, you need to leverage that audience in a smart, strategic way to realize a solid “Return on Investment.” Don’t spam your audience. But plan a methodical outreach campaign that can put social media to work for your bottom line.

Ready to get started? The following pages contain tips and tricks for making this journey, plus resources through Social5 that will help you accelerate your progress. Happy travels!



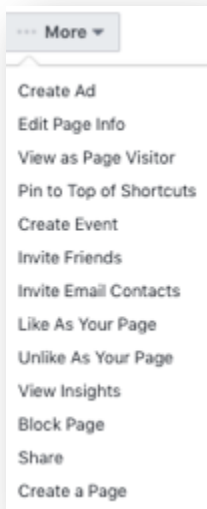
## Social Strategies

### Growth



PROMOTE

- **Spread the news!** Tell coworkers and friends about your new social marketing strategy and invite them to check it out. It works!
- **Send an email.** A simple hello, combined with an invitation to join your social channels, can do wonders for audience growth.
- **Share the love.** Follow other people on social media. This strategy of social reciprocity works particularly well on Twitter and LinkedIn.



- **Use Facebook's 'More' button.** You'll find great power in three functions: share, invite friends and invite email contacts.
- **Export LinkedIn contacts.** Need an email list to get started? Pull those contacts from LinkedIn using this roadmap: My Network – Connections – Gear Icon – Export.
- **Find your followers.** Search for local attractions and competitors on Twitter. Don't follow them. Follow their followers.

EXPLORE



## Social Strategies

### Engagement



INVOLVE

- **Highlight an employee.** Make a post about an employee. Encourage coworkers to secretly leave a comment. Then tell the employee.
- **Highlight a customer.** Share a customer photo on your social channels. Let them know in an email that includes a thank you note and link.
- **Share a post.** Share a post from the Facebook page of a local business or attraction. Community involvement often leads to engagement.

- **Think inside, then out.** Your email marketing campaign should start with employees' email addresses first. Your monthly blasts will build energy and result in social sharing by your employees.



- **Equip your army.** Encourage employees to add the company's mobile marketing suite to their phones, then show them how to use it. They now become brand ambassadors that will grow your lead pool.
- **Respond.** When people interact with your business on social media, reward them with a response. They will comment again.

BUILD



## Social Strategies

### *Return On Investment*



EMPOWER

- **Convert your contacts.** You have invested resources into building an email marketing base. Use it. Work as leadership team to craft a message and promotion that can be deployed via email to your contacts.
- **Boost your credibility.** You have created professional profiles on the world's largest social media channels. Use them. Leverage your accounts to share cutting-edge information about your industry from seminars, conventions and other industry gatherings. Consider using paid content boosting to increase visibility. We can help.
- **Promote your business.** You have built a solid reputation with your social media audience. Use it. Because you have employed a non-salesy social strategy, you now have the power to push a more impactful direct promotion. Give this promotion a paid boost to reach your fans, plus their friends and family.
- **Build your brand ambassadors.** You have installed the mobile marketing suite on employees' phones. Use the technology. Encourage ongoing lead generation through internal promotions, competitions and training, sharing success stories about customer conversions.



## Resources

Our team is ready and willing to help you reach your goals through social media. Although some outcomes will be limited, based on your package, we have the following resources available to give you the greatest possible return on investment for your social market dollars.



- **Download Our App.** Make sure you have added the Social5 app to your phone. This will allow you to preview content, publish content on your own, manage email contacts and change personal information related to your account.



- **Attend Social5 University.** This webinar series will provide you with tips and tricks on how to become a more effective social media marketer. Go to [s5u.social5.net](http://s5u.social5.net).

- **Use The Support Hotline.** Send information about local events and happenings to the content hotline. Our writers will push out “rapid response” content up to 4 times a month. Send your request to [support@social5.com](mailto:support@social5.com).



# Product Enhancements

Looking to upgrade your product without purchasing a full “Get Noticed” or “Get Found” package? Here are some recommended upgrades that will strengthen your social marketing strategy at an affordable price.

## Increase Viewership

Need your content to reach more people? Increase your direct ad spend to reach more people. Social5 invests 100% of the dollars into direct advertising.



**Basic Content Boosting** (Reach 3,000 people per month)

\$ 50/month



**Advanced Content Boosting** (Reach 6,000 people per month)

\$ 100/month

## Increase Online Visibility

Give your brand more exposure online with this service, which will list your business information in 100+ online directories, search engines and mobile platforms. The upgraded “call tracking” feature will monitor and record all inbound calls originating from the service for ROI trackability.



**100+ Online Directory Listings**

\$ 150/month

One-Time Setup Fee: \$150



**100+ Online Directory Listings With Call Tracking**

\$ 175/month

One-Time Setup Fee: \$200

## Increase Lead Generation

Provide employees with a personalized mobile marketing suite, complete with photo and contact information, to capture leads for your business.



**Additional Mobile Marketing Suites**

\$ 10/month

One-Time Setup Fee: \$50



social5

Earn \$50 in  
FREE boosting

Take  
the



week

Challenge



Become a social marketing leader by doing these 5 things **EACH WEEK** for 5 weeks. Succeed and we'll give you \$50 in free content boosting.



**Find ONE thing to highlight on social media.** This could be a photo, a local event, an employee, etc. Post it yourself through the Social5 app, or send it to our content hotline at [support@social5.com](mailto:support@social5.com).



**Invite FIVE people to like your Facebook page.** Send out five emails. Make five telephone calls. Ask five employees. Then ask for their help in spreading the word.



**Share ONE piece of content.** Share it on your social media channels. Or, get someone to share a piece of content on their own. Emails count.



**Add FIVE contacts to your mobile suite.** Simply add the tool to your phone and use it like an electronic business card when meeting with prospective customers and partners.



**Get ONE person to add your mobile suite to their phone.** With the click of a button, this person can now refer a friend to your business when the opportunity arises.



# Get Noticed

This package will provide your business with a targeted social media advertising strategy, allowing you to connect with potential customers based on their demographics, geography, occupation, interests and much more. You will also receive a social media strategist to help you make the most of your social marketing dollars. Together, these tools will help you Get Noticed!

- Product Overview
- Outcomes | Expectations
- Social Strategies
- Resources
- Product Enhancements

# Product Overview

The ‘Get Noticed’ package introduces a social marketing strategist and a targeted social media advertising campaign to your package. You still get everything in the “Get Social” package. But now, you are putting paid promotion dollars behind your brand to increase visibility in a big way.

## TARGETED SOCIAL MEDIA ADVERTISING:

### Ad 1 of 3



**Lower Premiums For Seniors**  
yfb.com  
Are you sure your Life Insurance premiums won't go up as your age goes up? Discover ways to secure your ...

**Seniors**

### Ad 2 of 3



**Lower Deductibles For Employees**  
yfb.com  
Everyone is looking for ways to lower their out-of-pocket healthcare costs. A single side-by-side comparison ...

**Business Males**

### Ad 3 of 3



**Lower Family Co-Payments**  
yfb.com  
When your family is always on the go and you're not sure when the next doctor visit will strike, affordable copayments ...

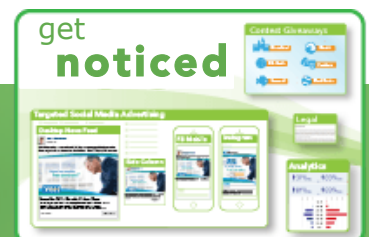
**Soccer Moms**

**Advertising Campaign:** Social5 will design, launch and optimize a targeted advertising campaign on your behalf, using the most advanced targeting tools available. Our team will create three ad variations each month, which be monitored and extended based on performance.



**Audience Targeting:** Our team will work with you to identify your ideal customer. Using that criteria, we will launch your advertisements to individuals who are most qualified to purchase your products or services. Campaigns may focus on audience building, website traffic, contest promotion and more. Targeting criteria may include . . .

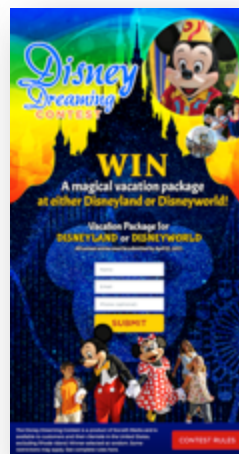
- Age
- Gender
- Education
- Income
- Geography
- Interests
- Occupation
- Job Title
- Family Status
- Hobbies
- Language



### CONTESTS AND PROMOTIONS:

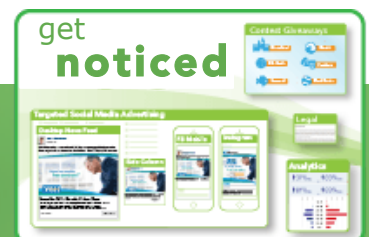
**Quarterly Contests:** The “Get Noticed” package gives you the opportunity to launch a contest on your page every quarter. These aren’t small contests. Instead, they will feature prizes such as a Disney vacation, tickets to the NBA Finals and even a big screen tv for watching the Superbowl.

**Traffic and Technology:** Now comes the traffic. We will push people to your page through promotional posts, emails and advertisement. And when they come, we will capture their contact information and feed it directly into your ongoing email marketing campaign.



**Social Media Prizes:** Yup. They are covered 100% by your package. Social5 will purchase and fulfill all prizes, as well as publish photos of winners on your page, to increase brand credibility and social engagement.

**Rules and Regulations:** Social5 contests may be conducted in all U.S. states, excluding Rhode Island.



### SOCIAL MEDIA STRATEGIST:

**Strategy Session:** A social media strategist will meet with you QUARTERLY to discuss your social marketing goals and expectations. This strategist will focus on the following three elements for building your business through social media.

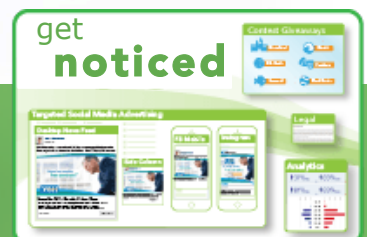
- Audience Growth
- Social Engagement
- Return on Investment



**Enhanced Analytical Reporting:** You will receive advanced analytical reporting data each month from the Social5 research and development team, allowing you to determine the impact of your social marketing strategy month after month. Live interpretation is available.

**SCHEDULE YOUR  
STRATEGY SESSION  
TODAY**

**801-980-5080**  
[support@social5.com](mailto:support@social5.com)





# Outcomes & Expectations

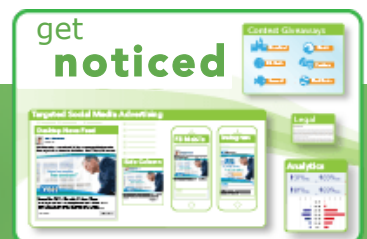
Your 'Get Noticed' package is designed with specific objectives and outcomes in mind. When considering the performance of your social marketing strategy, here is what your package will do and won't do:

## YOUR PACKAGE WILL PROVIDE . . .

- ✓ Paid advertising to promote fan growth, website clicks, contest participation and post engagement.
- ✓ A social media strategist for optimizing your campaign.
- ✓ Quarterly strategy sessions to review progress and make recommendations.
- ✓ Monthly analytical reports to monitor performance.
- ✓ A turn-key contesting strategy that includes execution and prizes.

## YOUR PACKAGE WILL NOT PROVIDE . . .

- ✗ Guaranteed sales.
- ✗ Performance metrics not included in the following list: fans, impressions, reach, engagement, actions.
- ✗ Design of websites and landing pages for lead conversion.
- ✗ Customization of quarterly contests.



## Social Strategies



*Growth*

Social media marketing is a journey. To reach your destination, there are three roads you need to travel:

First, you need to “Grow” your audience on the social channels that matter most. No product or service will ever sell without a relevant audience in your target market. Keep in mind, the goal is to build first, establish a reputation, then promote.

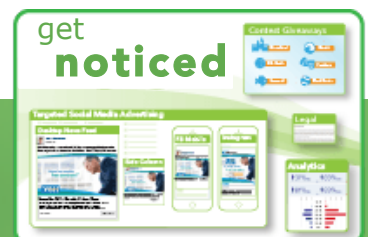
*Engagement*

Second, you need to “Engage” your audience. Reward them for following you with information that is fun, friendly and engaging. Think about contests, questions and customer interaction.

*Return  
On  
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Third, you need to leverage that audience in a smart, strategic way to realize a solid “Return on Investment.” Don’t spam your audience. But plan a methodical outreach campaign that can put social media to work for your bottom line.

Ready to get started? The following pages contain tips and tricks for making this journey, plus resources through Social5 that will help you accelerate your progress. Happy travels!

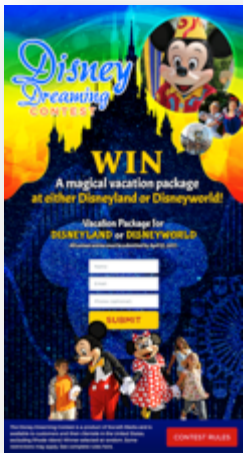


# Social Strategies

## Growth

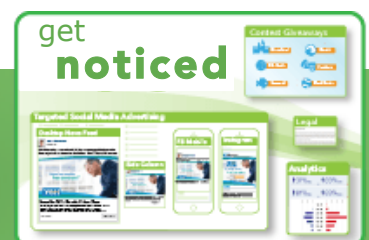
PROMOTE

- **Create an incentive.** Give people a reason to visit your business. Simple deals or incentives can increase the effectiveness of your advertising campaign.
- **Think mixed media.** Include social media icons on websites, email signatures and traditional advertisements to increase conversions.
- **Promote, promote, promote.** Encourage people to visit your page. Send an email invitation to internal and external contact lists.



- **Publicize your contest.** Invite employees and customers to participate in your contest. Let them know they get an extra entry for sharing the contest with a friend.
- **Consider LinkedIn Publishing.** Repost blog content to LinkedIn Publishing. This option will increase the visibility and credibility of your personal LinkedIn profile.
- **Invest in eyeballs.** Psst. You can increase your direct ad spend without increasing Social5's admin fee. For every \$100 you add, you will reach an additional 6,000 people. *(Higher rates apply once you get above \$2K/month.)*

INVITE



# Social Strategies

## Engagement

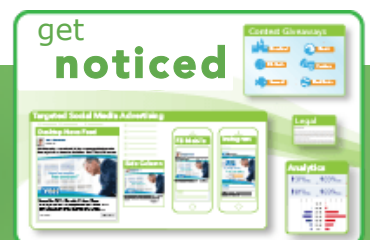
INVOLVE

- **Have fun.** Create posts that encourage people to caption photos, leave comments or vote on favorites. Entertainment-style content will build engagement and customer loyalty over time. We can help.
- **Share 'insider' information.** Share news and events that make people feel like insiders in your company. Ask for people's thoughts.
- **Think hashtags.** Create a catchy hashtag for your business. Incorporate this into your advertising campaign to build energy and conversation around your brand.



- **Enhance your contest.** You've got a contest. Make it bigger. Give employees a chance to win a gift card for sharing your contest with a friend. We can provide email addresses to pick your winner.
- **Target your email blast.** Send out an email advertising a deal, promotion or contest that gets prospective customers interested in engaging with you.
- **Divide and conquer.** Try our split advertising strategy. We'll keep your ad campaign intact, but invest a portion of your advertising dollars into boosting. This will increase visibility and engagement. *(Make sure you have at least 300 fans before trying this.)*

BRAND



# Social Strategies

## Return On Investment



- **Strengthen your brand.** First impressions matter. Use your advertising campaign to build a stronger social media audience that increases your online credibility and diminishes competitors. Rotate this advertising spend to build a solid audience on all channels.
- **Think about conversion.** How do you convert sales online? Use your advertising campaign to push traffic to a specific lead generation or sales channel. This can be a landing page, whitepaper download or shopping cart. We provide the traffic. You provide the conversion path.
- **Launch a direct promotion.** Use your social media channels to launch a direct newsfeed promotion of a product, service or special. Then have our team boost the post to take advantage of your growing social media audience. You provide the promotion. We provide the visibility.
- **Gain goodwill through contesting.** Use your contesting strategy to build goodwill among customers and employees. Send out an email to your contacts, providing a personal invitation to the contest. Use this communication as a positive touch-point for customer retention.

EMPOWER



## Resources

Our team is ready and willing to help you reach your goals through social media. Although some outcomes will be limited, based on your package, we have the following resources available to give you the greatest possible return on investment for your social market dollars.

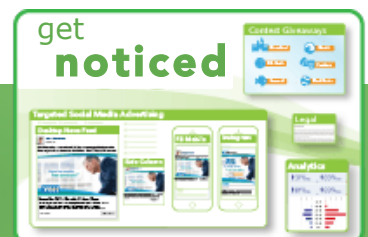


- **Monitor Your Performance.** Discover how your campaign is performing by visiting your live analytical dashboard. Go to social5.com and click “Member Login” to view your data. Our research team will also send you a comprehensive analytical report each month.



- **Attend Social5 University.** This webinar series will provide you with tips and tricks on how to become a more effective social media marketer. Go to s5u.social5.net.

- **Strategy Hotline.** Want to talk through your advertising campaign? Or discuss content engagement strategies? Or send out a promotional email blast? Your social media strategist is ready and willing to help. Simply contact us at [support@social5.com](mailto:support@social5.com).



## Product Enhancements

Looking to upgrade your product without purchasing a full “Get Found” package? Here are some recommended upgrades that will strengthen your social marketing strategy at an affordable price.

### Increase Viewership

Need your content to reach more people? Increase your direct ad spend to reach more people. Social5 invests 100% of the dollars into direct advertising.



**Content Boosting** (Reach 3,000 people per month, direct spend)

\$ 50/month



**Advertising Plus** (Reach 12,000 more people per month, direct spend)

\$ 200/month

### Additional Advertising Channels

Accelerate your online marketing strategy by launching advertising campaigns, simultaneously on additional social channels. Includes \$200 direct ad spend.



**Additional Advertising Campaigns**

\$ 450/month

One-Time Setup Fee: \$100

### Customize Your Contest

Design your own social media promotion. Or, customize your quarterly contest with your own prize and branding.



**Gift Card Giveaway** (Newsfeed promotion, content boost, prize)

\$ 200/month



**Personalized Quarterly Contest** (Unique Prize & Branding)

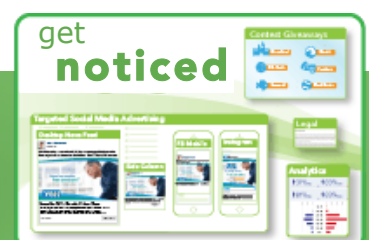
\$ 1,100/contest



**Custom Contest** (Custom graphics, app, promotion, prize)

**Request A Quote**

Starting as low as \$750



social5

Earn \$50 in  
FREE advertising

Take  
the



week

Challenge



Become a social marketing leader by doing these 5 things for 5 weeks.  
Succeed and we'll give you \$50 in free content advertising.



**Create ONE social media promotion.** This could be a deal, discount or incentive to get people to take action. Simply send it to our advertising team at [support@social5.com](mailto:support@social5.com) and we'll do the rest.



**Find ONE thing to highlight about your business.** With ad dollars driving people to your page, make your business interesting. Highlight business culture, deals and fun facts. Think fun. Think conversion.



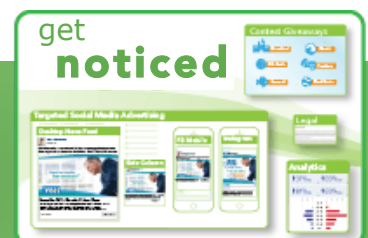
**Invite FIVE customers to participate in your contest.** Let people know about your amazing contest! Send them an email. Let them know that because they are a valued customer, they are invited to participate with their employees.



**Invite FIVE employees to participate too.** Now earn some goodwill with employees. Let them know about your Facebook contest, and that they are eligible to win.



**Add YOUR employees to your Social5 email list.** There's no better way to build energy than to get them involved in your social strategy. They will get contesting emails and more.





# Get Found

This package will provide your business with local search engine optimization, allowing you to be found more easily online. This service will include the publication of your business information in more than 100 online directories, as well as lead-tracking technologies for helping you determine the value of your service. Together, these tools and technologies will help you Get Found!

- Product Overview
- Outcomes | Expectations
- Social Strategies
- Resources
- Product Enhancements

# Product Overview

The 'Get Found' package provides your business with local search engine optimization, allowing to get found in more than 100 online directories, search engines and mobile navigation systems. The following products will help increase online visibility for your business.

## ONLINE LISTINGS

- **Directory Publication:** Your SEO team will publish your business information to 100+ online directories, using a technology that will allow you to update your information in a live environment, anytime you want.

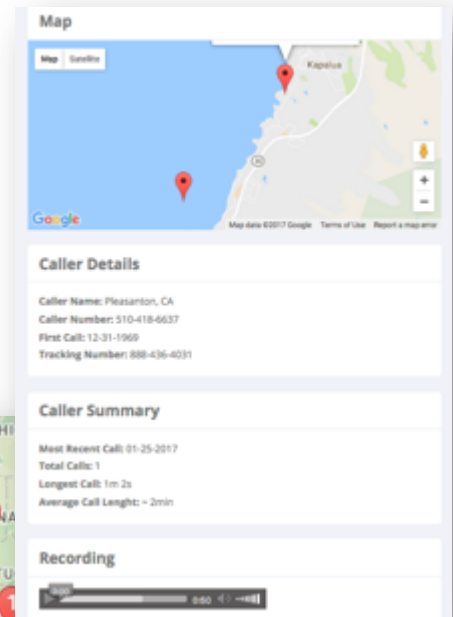


- **Listing Protection:** Your package will include software that will protect your business information from degradation or error over time through automatic updates.
- **Analytical Dashboard:** You will receive access to a live analytical dashboard that will monitor directory views and provide real-time information on how often your business in being seen.



## CALL TRACKING

- **Inbound Call Tracking Technology:** Your package includes a call-tracking portal that will allow you to monitor, and even record, all inbound calls generated by Social5's service. You will receive detailed tracking information that includes the caller's name, phone number, duration of call and geographic location.



## KEYWORD OPTIMIZATION

- **Search Term Identification:** Your package will focus on 3-5 targeted keywords, which can be used to help prospective customers find your business. These keywords will be optimized for local searches to maximize exposure in your geographic market.
- **Enhanced Blog Content:** Your SEO team will upgrade one blog a month to include targeted search terms for your business. These blogs will be specially written to include an optimal density of keywords, plus the appropriate HTML codes for being recognized and indexed by search engines.





- **Lead Capture Page:** Your package includes a lead capture page that will make your business highly searchable in local markets. Using the latest SEO technologies, this page will allow your business to claim additional listings on Google, Yahoo and Bing when people search for your products and services.



- **Local Reviews:** Your lead capture page will include a review management system that will allow you to preview customer reviews before they are posts. If a commenter leaves a positive review, they will have the opportunity share on Facebook, Twitter, Google+ and Yelp. If it is a negative review, you will be notified and no share option will be available.





# Outcomes & Expectations

Your 'Get Found' package is designed with specific objectives and outcomes in mind. When considering the performance of your social marketing strategy, here is what your package will do and won't do:

## YOUR PACKAGE WILL PROVIDE . . .

- ✓ Online visibility in your local market.
- ✓ Publication of your business information in 100+ directories.
- ✓ Call tracking technology to monitor and record inbound calls.
- ✓ A landing page for capturing leads.
- ✓ A review portal for curating and sharing customer comments.
- ✓ Below-industry pricing for robust local SEO strategy.

## YOUR PACKAGE WILL NOT PROVIDE . . .

- ✗ Guaranteed 'Page 1' rankings on major search engines.
- ✗ Optimization of your website.
- ✗ Black hat SEO tactics.
- ✗ Regional or national SEO strategies.
- ✗ Strong results for businesses without a physical address.



## Social Strategies



*Growth*

Social media marketing is a journey. To reach your destination, there are three roads you need to travel:

First, you need to “Grow” your audience on the social channels that matter most. No product or service will ever sell without a relevant audience in your target market. Keep in mind, the goal is to build first, establish a reputation, then promote.

*Engagement*

Second, you need to “Engage” your audience. Reward them for following you with information that is fun, friendly and engaging. Think about contests, questions and customer interaction.

*Return  
On  
Investment*

Third, you need to leverage that audience in a smart, strategic way to realize a solid “Return on Investment.” Don’t spam your audience. But plan a methodical outreach campaign that can put social media to work for your bottom line.

Ready to get started? The following pages contain tips and tricks for making this journey, plus resources through Social5 that will help you accelerate your progress. Happy travels!





# Social Strategies

## Growth



PROMOTE

- **Use Google Adwords.** Want to give your SEO campaign an immediate boost? Advertise for keywords. It works!
- **Expand your listing.** You have access to advanced business listings. Use them. Complete your profile on the Social5 dashboard with links, photos and more to increase searchability.
- **Don't forget your website.** Post your contact information prominently on your website. Make sure search engines recognize that information as text, not as an image.



- **Get analytical.** Install Google Analytics on your website and track your performance. Invest time and energy in channels that are producing the most clicks.
- **Get verified.** Get your business verified through Google. This process, which we can help you with, will have a significant positive impact on your search ranking.
- **Expand your link network.** Do you have customers or partners who would be willing to post a link to your website on their own website? These 'backlinks' will improve your search ranking.

EXPLORE



# Social Strategies

## Engagement



EXPAND

- **Solicit reviews.** Ask customers to leave reviews about your business, using Social5's curated-review technology. This will strengthen and protect your brand online.
- **Deploy a press release.** Not only will this give you an opportunity for media coverage, but it will create links to your website that will increase credibility with search engines.
- **Track your leads.** Publish your call-tracking number on other sales and marketing materials to monitor and listen to inbound calls.

- **Add website content.** Add pages and articles to your website, featuring topics that align with your targeted keywords. Search engines will consider you more relevant.
- **Share content links.** Give your keyword-optimized blog content a boost by sharing links to the content. Include links on your personal social channels, in emails, or mention them when commenting on news articles or blogs online.
- **Optimize your social channels.** Include targeted keywords in the 'About' fields of your Facebook, Twitter and LinkedIn profiles to get your pages more visibility.

SHARE



# Social Strategies

## Return On Investment



EMPOWER

- **Increase exposure.** Launch a 90-day advertising campaign on Google to drive search traffic to your website. Make sure your conversion page is strong, then promote for targeted keywords.
- **Analyze inbound traffic.** Use your call-tracking dashboard to listen to recordings of inbound calls. How many are prospective customers? How many purchased a product or service? And how well did your employees manage those calls to ensure repeat business.
- **Target your campaign.** Focus efforts on key geographic markets. Ask for specific city names to be included with your content to strengthen the SEO campaign within your locality. Then track your efforts by asking where new customers heard about your business.
- **Invest in content.** In the new SEO world, nothing is more valuable than content. The best way to build your brand is to build your content library. Publish new content to your website every month, and multiple times if possible, to reinforce your products and services with search engines.





## Resources

Our team is ready and willing to help you reach your goals through social media. We have the following resources available to give you the greatest possible return on investment for your social market dollars.



- **Monitor Your Performance.** Discover how your campaign is performing by visiting your live analytical dashboard. Contact our support team at [support@social5.com](mailto:support@social5.com) to get your login information. Our research team will also send you a comprehensive analytical report each month.



- **Attend Social5 University.** This webinar series will provide you with tips and tricks on how to become a more effective social media marketer. Go to [s5u.social5.net](http://s5u.social5.net).

- **Strategy Hotline.** Want to talk through your SEO campaign? Your social media strategist is ready and willing to help. Simply contact us at [support@social5.com](mailto:support@social5.com).





# Product Enhancements

Looking to upgrade your product? Here are some recommended upgrades that will strengthen your social marketing strategy at an affordable price.

## Increase Viewership

Need your content to reach more people? Invest in a Google Adwords strategy that will put keyword-based advertising to work for you.



**Google Advertising** (3-5 targeted keywords, Google ad placement)

\$ 450/month

## Increase Content Production

Make your search engine optimization strategy even stronger by increasing content production. This may include blog production or static pieces of content on your website.



**Additional SEO Blogs** (Keyword optimized, 400 words, HTML tags)

\$ 75/per blog



**Website Content** (Strategy call, 400-600 words, keyword themed)

\$ 150/per page



**Social Channel Optimization** (Facebook, Twitter, LinkedIn)

\$ 250/one-time

## Increase Awareness

Enhance your online presence through a press release strategy that leverages our professional writing team on your behalf.



**Press Release Creation** (Strategy call, 250-400 words, 2 revisions)

\$ 150/per release



**Press Release Distribution** (Placement and distribution, national)

\$ 250/per release



social5

Earn \$50 in FREE  
Google Ads

Take  
the



week

Challenge



Become a social marketing leader by doing these 5 things for 5 weeks.  
Succeed and we'll give you \$50 in free content boosting.



**Add FIVE things to your SEO business profile.** Make your online footprint more robust by adding five details about your business to your SEO profile. You can do this through your SEO dashboard.



**Get FIVE customers to leave a review about your business.** Send out an email. Call them on the phone. Or ask them for a review at the time of sale. Simply send customers to the lead capture page to share their reviews.



**Listen to FIVE inbound calls.** You can do this through your call-tracking software. Listen for new customers. Listen for existing customers. And listen to how they are being welcomed into your company.



**Get ONE customer to add your link to their website.** Do you have a customer that would post a hyperlink to your business on their website? These links are valuable. An alternative to this challenge: Publish one press release.



**Add ONE Google Analytics dashboard to your website.** Then share it with us at [social5rank@gmail.com](mailto:social5rank@gmail.com) so we can help you monitor your traffic month after month.



# Easy as 1-2-3

## Social5 App

Ready to take a hands-on role with your campaign? The Social5 App will serve as your campaign management portal to preview content, publish your own posts, manage email contacts, configure your personal preferences and more. Ready to see how it works?



**Go to [social5.com/app](https://social5.com/app) and enter your username and password.** If you don't remember your login information, that's OK. Just shoot us an email at [support@social5.com](mailto:support@social5.com) and we'll resend it.



**Take the virtual tour.** When you log into the app for the first time, you'll receive a virtual tour of the app. Take a moment to learn how to review content, manage your email campaign and modify your personal information. If you ever need a refresher, click the question mark.



# Easy as 1-2-3

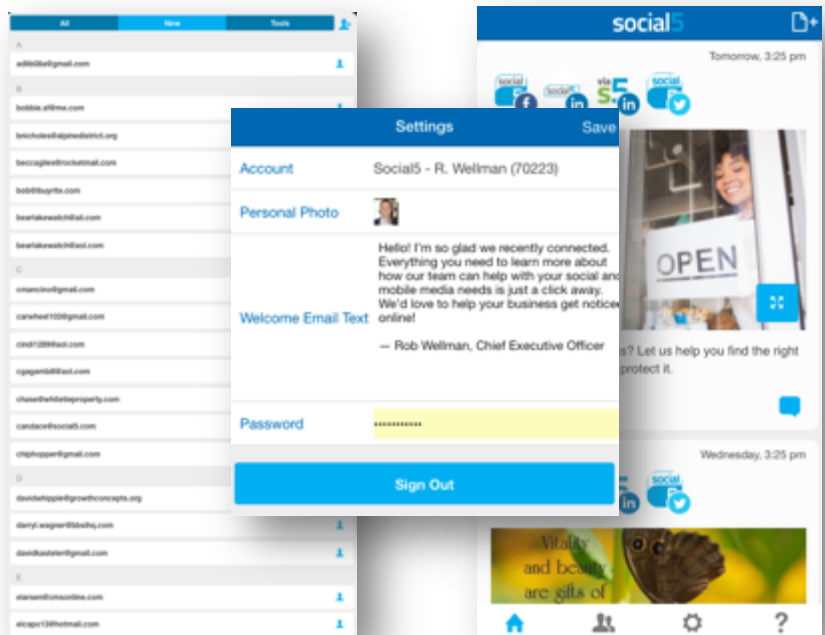
## Social5 App



**Manage your campaign.** Now it's time to give the app a test drive. Take a look at the content that is scheduled to publish on your behalf. Try scheduling a post of your own. Click on your email contacts to see who's receiving your monthly email blast. And if you need any help, don't hesitate to call.

## FEATURES

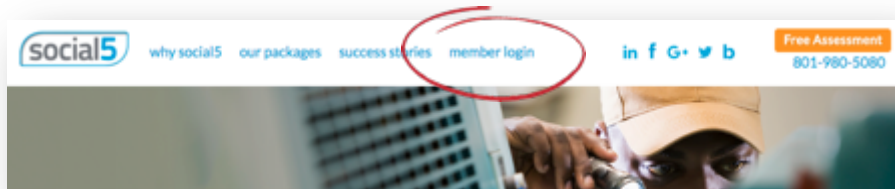
- Preview Posts
- Shuffle Content
- Make Comments
- Publish Content
- Manage Contacts
- Download Email Lists
- Upload Photos
- Write Intro Emails
- Manage Personal Info



# Easy as 1-2-3

## Analytical Dashboard

Wondering how your social marketing campaign is performing? Your analytical dashboard will give you real-time data on viewership, engagement, audience growth and more. Here's how it works . . .



**Go to [social5.com](https://social5.com) and click on 'Member Login.'** If you don't remember your login information, that's OK. Just shoot us an email at [support@social5.com](mailto:support@social5.com) and we'll resend it.



Channel Monitors [+ Add](#)



### Connect your social channels.

Simply click on "Channels" in the middle. Once you do, you will be prompted to "Add" a new channel. This is your Facebook page, Instagram profile or Twitter accounts. Just click on your desired social channel and it will start collecting data on your behalf.

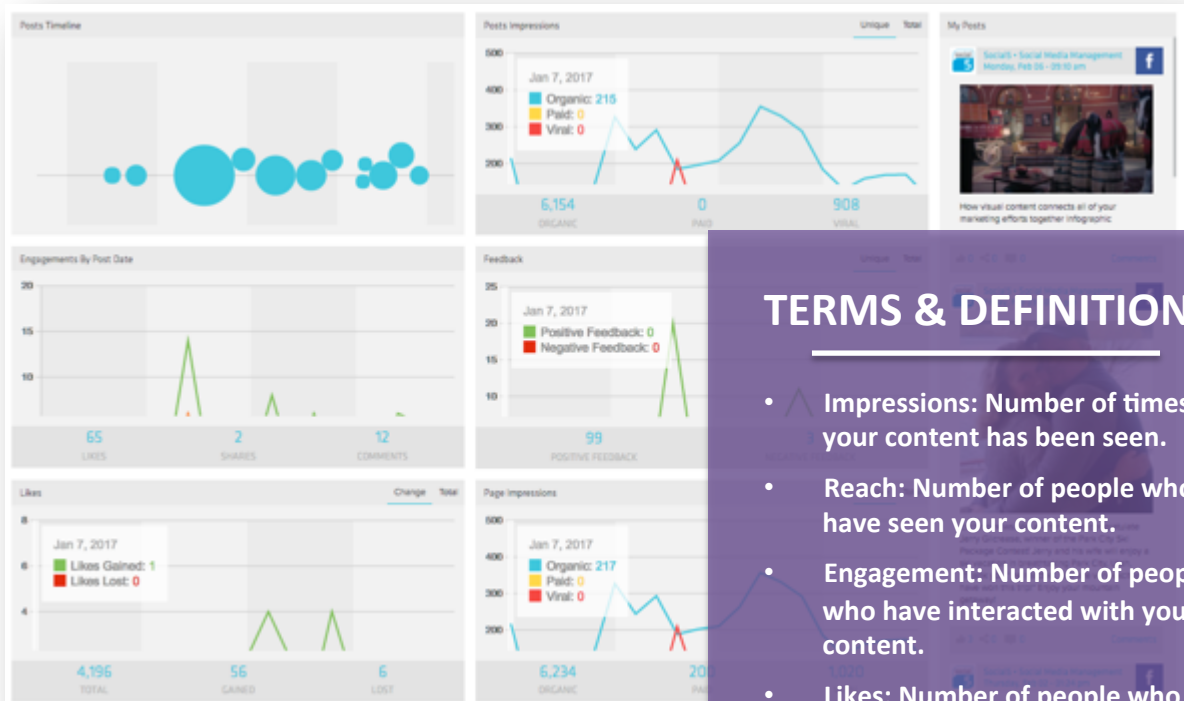


# Easy as 1-2-3

## Analytical Dashboard



**Review your analytics.** Now it's time to put the analytical dashboard to work. Give the dashboard 1-2 weeks to collect data on your social marketing campaign, then take a look. All your data will be recorded in real-time to provide your business with a comprehensive report on your campaign historically.



## TERMS & DEFINITIONS

- **Impressions:** Number of times your content has been seen.
- **Reach:** Number of people who have seen your content.
- **Engagement:** Number of people who have interacted with your content.
- **Likes:** Number of people who subscribe to your page.

*Thank*

get  
**social**

get  
**noticed**

get  
**found**

*You*



**Contact Us:**  
support@social5.com  
801-980-5080

