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Type	Strategy	Cost	Assistance
Personal Facebook 	Create a social networking site where users can add friends, send messages, share photos and build their own profile.	Free	Free if needed
Business Facebook 	Create a social networking site for a local business, company, product, public figure, cause or community where users can add fans, send messages and interact with others on Facebook from the perspective of their business/interest page. Setup includes creating a custom profile graphic and optimizing featured profiles images.	Free	\$30 setup fee (\$20/mo monitoring fee optional. Includes benchmarking facebook performance with selected competitors, creating new profile pics monthly to highlight special offerings, managing newsfeed dialogs, removing posts, etc.)
Basic Search Engine Optimization 	<ul style="list-style-type: none"> • Create “metatags” on all pages of your website including keywords, page descriptions and titles so that search engines index your pages appropriately • List the website in the major search engines using free listings • Setup Google Analytics on your website so you can monitor how people are finding your website and determine which products and pages are most popular. 	Free (depending on capability of your webhost to provide access to source code of web pages and root web directory)	\$120 setup fee (\$25/mo monitoring fee optional. Monitoring includes reviewing analytics results, providing recommendations and updating keywords and metatags based on results)
Linkedin.com 	Create a personal and/or business profile online to network with other business professionals, promote your products and learn about relevant business industries. Think of it as an online interactive resume.	Free	\$30 setup fee
Twitter.com 	Create a microblogging site that enables users to send short (140 characters or less) messages or ‘tweets’ to their followers. Develop a following by ‘tweeting’ inspirational messages, anecdotes and announcements about your business, personal interests and/or ideas. Setup includes creating a custom background graphic for the profile page.	Free	\$30 setup fee (includes linking to your facebook page so you don’t need to post updates in both places)

Type	Strategy	Cost	Assistance
Google Adwords 	Select keywords that you believe people will use to find your web site using the Google search engine.	Pay Per Click: Pay \$.50 or more per click with a daily budget of at least \$2/day for a day/week or month at a time. A recommended cost per click is given by Google based on your budget and geographic scope.	\$90 setup fee (\$25/mo monitoring fee optional. Monitoring includes reviewing ad performance, adding new keywords, removing poor keywords, sending weekly summary reports with recommendations)
Facebook Ads 	Create ads that link to a business FB page or a website. Ads show up on other FB users pages. A target audience demographic and geographic location is selected along with key words, interests or topics that are specific to Facebook.	Pay Per Click: Pay \$.10 or more per click with a daily budget of at least \$2/day for a day, week or month at a time. A recommended cost per click is given by FB based on the budget and target audience.	\$60 setup fee (\$20/mo monitoring fee optional. Monitoring includes reviewing ad performance, adding new keywords, removing poor keywords, analyzing weekly reports, providing recommendations and creating 1-2 new ads each month)
WildfireApp.com 	Create a Facebook promotion to generate interest and “likes” on your business FB page <ul style="list-style-type: none"> • Sweepstakes • Essay, Photo or Photo/Essay • Trivia or Quiz • Sign up form/survey • Favorite pics • Group deal • Coupons 	Basic account: \$25 setup and \$.99/day for the length of the contest	\$120 setup fee (Includes creating entry form, privacy policy, graphics, contest rules, integration into your business FB page and website and creation of a FB ad to promote the contest)
Google Places 	Customize location information related to your business listing that shows up on Google Maps	Free	\$60 setup fee (includes linking to business website, updating office hours, location details, parking, pics, etc.)
NutshellMail.com 	Create an account that links together your business and/or social media accounts so that you can receive status updates on all of them delivered to your preferred email account daily. (Facebook, Twitter, LinkedIn, Yelp, YouTube, Foursquare, City Search, MySpace)	Free	\$30 setup fee (Includes a live GoToMeeting session to help link all accounts together)

Type	Strategy	Cost	Assistance
WordPress.com  	A WordPress blog allows you to showcase your services, dialogue about your areas of expertise, provide free advice, commentary and/or perspective on topics related to your business.	Free	\$60 setup fee (includes setting up the initial account, creating a custom header graphic consistent with your website, creation of a 'gravitar'-personal profile icon and bio)
AngiesList.com 	Register your business on this review/recommendation site that enables consumers to find high quality contractors, service companies, doctors and other professionals	Free for business listings Membership fee for consumers	\$60 setup fee
Yelp.com 	This ratings/review site that allows the public to find, review and talk about your business. Claiming your business allows you to respond to posts, resolve complaints and provide coupons and offers.	Free	\$30 setup fee
ConstantContact.com 	Create an email newsletter to promote new product offerings, relevant news, tips, techniques, articles, stories, coupons, etc.	Free 60 day trial then, \$15/mo for the basic service with up to 500 emails in list	\$120 setup fee (layout/design, website and Facebook integration) and... \$60/newsletter to: <ul style="list-style-type: none"> • develop two industry specific articles • edit customer supplied articles • send and monitor results of each newsletter
YouTube.com 	Create videos that promote products or other things of interest to your customers. Videos can be up to 15min in length max. Consider Blip.tv for longer videos.	Free	\$60 setup fee (includes creating a customized template that matches your website look and using a Facebook app to integrate videos into your FB page)
Blip.tv 	Create longer videos of events, seminars, webinar demos, training sessions or other things of interest to your customers. No limit on video length. File size is limited to 1Gb per video.	Free	\$75 setup fee (includes creating a customized template that matches your website look and using a Facebook app to integrate videos into your FB page)



Small Business Promotion Packages

Small Business Starter Promo Package

Product	Price	Monitoring (optional) \$20.00/mo Monthly Facebook monitoring Includes benchmarking facebook performance with selected competitors, creating new profile pics monthly to highlight special offerings, immediately removing spam posts.
1. Facebook Personal	\$0	
2. Facebook Business	\$30	
3. Linkedin	\$30	
Total	\$60.00	

Small Business Essentials Promo Package

Product	Price	Monitoring (optional) \$45.00/mo Facebook monitoring Includes benchmarking facebook performance with selected competitors, creating new profile pics monthly to highlight special offerings, managing newsfeed dialogs <i>weekly</i> , posting relevant wall comments <i>weekly</i> , immediately removing spam posts. SEO monitoring includes reviewing analytics results, providing recommendations and updating keywords and metatags based on results.
1. Facebook Personal	\$0	
2. Facebook Business	\$30	
3. Twitter	\$30	
4. Linkedin	\$30	
5. Basic SEO	\$120	
Total	\$210.00	

Small Business Comprehensive Promo Package

Product	Price	Monitoring (optional) \$100.00/mo Facebook monitoring includes benchmarking facebook performance with selected competitors, creating new profile pics monthly to highlight special offerings, managing newsfeed dialogs <i>daily</i> , posting relevant wall comments <i>daily</i> , immediately removing spam posts. SEO monitoring includes reviewing analytics results, providing recommendations and updating keywords and metatags based on results. Adwords monitoring includes reviewing ad performance, adding new keywords, removing poor keywords and sending weekly summary reports with recommendations.
1. Facebook Personal	\$0	
2. Facebook Business	\$30	
3. Twitter	\$30	
4. Linkedin	\$30	
5. Basic SEO	\$120	
6. Google Places	\$60	
7. Yelp.com	\$30	
8. Angie's List	\$60	
9. WordPress Blog	\$60	
10. Google Adwords	\$90	
11. Nutshellmail	\$30	
Total	\$540.00 + Monthly Adwords Budget	



Small Business Advertising Packages

Advertising Starter Package

Product	Price	Add Monitoring (optional)
1. Google Adwords	\$90	
Total	\$90.00 + Monthly Adwords Budget	

\$25.00/mo

Advertising Essentials Package

Product	Price	Add Monitoring (optional)
1. Google Adwords	\$90	
2. Facebook Ads	\$60	
Total	\$150.00 + Monthly Adwords and FB Ads Budget	\$45.00/mo

Advertising Comprehensive Package

Product	Price	Add Monitoring (optional)
1. Google Adwords	\$90	
2. Facebook Ads	\$60	
3. Wildfire 30 day Promotion	\$175	\$45.00/mo
Total	\$325.00 + Monthly Adwords and FB Ads Budget	