

Community Boost



Social Media Marketing / Community Management





CommunityBoost - Increase your presence, provide consistent engagement; stay in contact with your customers.

You are busy running your business and helping customers in person. We are interacting with customers on your behalf on all social platforms in the digital/social space. Our efforts help ensure that more people talking to you online are converted to customers by being engaging and letting them know that you care about them and their experience.

Audience

- There are over 152 millions adults using Facebook in the U.S. and Canada **every** day
- 72% of online adults, worldwide, visit Facebook at least once per month.
- The average visit lasts 21 minutes.

Interaction

- Only 33% of Americans have never liked/followed a brand online.
- Since 2013 Internet advertising expenditures have surpassed newspaper ad spending.

Reputation Management

- 79% of consumers trust online reviews as much as personal recommendations
- 85% of consumers use the Internet for research before making a purchasing decision
- 73% of consumers say positive reviews make them trust a business more

Posting – What? When? Where? How much? Great questions. We have answers.

You call a plumber for your pipes, an electrician for your wires and JayVig Media for your social media. Let the experts do what works for your business.

CommunityBoost Features

Social Profile Management

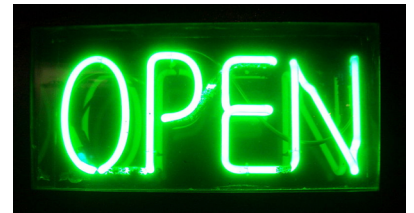
- Facebook, Twitter, Google+, Pinterest, Instagram, etc
- New content, replies, comments, direct messages.
- Questions and all user initiated messages

Constant Monitoring

- Posts are made consistently
- All content is monitored daily
- No customers will be ignored

Beyond Engagement

- Email newsletters/campaigns help get info out
- Giveaways/contests managed from beginning to end
- Blog topic germination, post writing, editing



Everything is done *with* you, not *for* you

- If you have specials/sales, we'll get it out there
- Monthly Action Plans help us work with you to make sure we feature items/product/services important to you & your business
- We even make sure you are visually represented well with a full photo shoot of facilities, team, product, etc., to get you started

Budget conscious choices

- Our products scale with your growth

Be where your audience is and customize your presence in each category. Make informed decisions based on your brand and the demographics of your customers.

We look at 5 major segments of marketing online:

- Community – Where engagement and conversations happen.
- News – Where people tune in to find out what's new
- Photos – Showcase your brand through photos and imagery.
- Reputation – Manage your reputation through Yelp/etc
- Digital – Tell your story in long form.

Your partner for social strategy and growth during the digital (r)evolution



Community – included	Facebook	
News – choose one	Twitter	Google+
Photos – choose one	Pinterest	Instagram
Reputation – choose one	Yelp!	Industry Spec.
Digital – choose one	E-newsletter	Blog

Don't want to choose? Add more platforms with a la carte pricing.

	Intro	Standard	Turbo
Weekly Facebook Posts	2	up to 4 [†]	up to 6 [†]
Weekly Twitter/G+ Posts	2	5 [†]	10 [†]
Weekly Pinterest/IG Posts		3	up to 7
Blog/E-newsletters		2	4
Reputation		Showcase	Respond
Initial consultation and setup	✓	✓	✓
Monthly Action Plans	✓	✓	✓
Monthly Activity Reports		✓	✓
Pricing	\$399/mo	\$599/mo	\$899/mo

- \$199 initial setup and strategy creation fee.
- No long-term contracts. We ask each client to partner for 90-days. Month-to-month after that.
- Upgrade pricing specials: Move up a tier during the first 3 months and pay half the price difference for 6 months. (e.g. \$399 Intro to \$599 standard = \$498)

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We have bells and whistles to make your social presence really stand out. Choose your add-ons:

Add-ons	In-House	Partnership	Price/mo
Promoted posts/Ad Campaigns	✓		Flexible to budget
Contests / Giveaways	✓		\$150
Photo shoot	✓		\$150
Video chat customer service for your website		✓	Flexible
Swag giveaways		✓	Flexible
In-business Wi-Fi		✓	\$40
Video Content Creation		✓	Flexible

Call or email us today to begin discussing how we can help your business achieve total success during the digital (r)evolution.

[†]Depending on engagement. Active posts generating leads will not be buried with new content.

[‡]Does not include replies, direct messages or other conversational items.