

“Attachment A”

Services include, but are not limited to:



Basic Service –

- Set up of Twitter Account
- Creation of Custom Twitter page
 - Deluxe Background
- Develop a following of **1000+** targeted
- Distribution of content via “Tweets”
- Tweets can contain links to You Tube, Articles or to website of customer
- Provide Direct Message to new Followers
- Follow back all new Followers
- Un-Follow anyone who stops Following



Content Based Articles

Basic Services –

- 5 Articles
- Client Provides Base Content
- Content exclusive article
- 2 self serving links attached
- Resource Box directing reader to additional resources



Channel & Video Production

Basic Services –

- Filming, Editing and Production of 10 videos (Videos are 1 to 3 minutes in length)
- Establishment of You Tube channel
- Placement of videos on You Tube channel
- Systematic distribution of videos to 50+ video sharing, social media and bookmarking sites
- Facebook Fan Page link placement on videos
- Twitter link placement on videos
- Company Website link placement on videos



Basic Service –

- Create Customized Landing page
- Connect to Twitter
- Add Videos
- Add Articles
- Add Blog Posts
- Send Invitations
- Accept Invitations
- Post additional relevant content
- Placement of Facebook Ads (Fan page ad fees to be paid by client)



- Local Listing Optimizaton
- Optimize Google+ Local
- Multiple Directory Placements



Develop Lead Capture Strategy

- Create Ethical Bribe
- Set-up Auto Responder service
- Develop Thank You pag