

Everything you need to connect, communicate and succeed.



## SOCIAL NETWORK EXPERIMENT & ENGAGEMENT

### WHAT IT IS

The buzz about social networks can be intimidating, which can lead to confusion, which leads to paralysis. That's why we've come up with a social experiment. We'll help you find out if a presence on social networks can be good for your business.

### SERVICE MENU

#### SOCIAL EXPERIMENT:

- See what's being said about you and your business
- Discover the online visibility of your competitors
- Uncover PR opportunities
- Determine if your audience/s can be reached via social networks
- Outline a social presence strategy that's right for you

#### SOCIAL ENGAGEMENT

- Refine social presence strategy
- Create integrated profiles across multiple platforms
- Define content guidelines if multiple contributors are involved
- Set up reaction mechanisms for responding to customer complaints & positive comments
- Create relationship-friendly opportunities for social engagement
- Set up metrics to capture mentions

### WHAT'S NOT INCLUDED

- Airfare & travel to client meetings
- Postage and shipping

### REQUIREMENTS

- Single contact source for all client communication
- Monthly billing paid by the 15th of each month
- Billing cycle runs as scheduled in spite of client-driven delays
- A portion of the fee is due to begin work
- Email notification of project specification changes or additional project requests

### FEE

- Social Experiment: Starting at \$1,000.00
- Social Engagement: Starting at \$3,500.00

Is a presence on social networks right for your business? Only you can decide. But don't let a lack of knowledge be the only reason you don't consider the power of being social.

IMAGINE THAT. WE DO.

**MARKET ARTS CREATIVE** Web: [www.marketartscreative.com](http://www.marketartscreative.com). Tel (734) 665-9403.  
Blog: [www.conversationswithjuice.com](http://www.conversationswithjuice.com). Podcasts: [conversationswithcreativeminds.com](http://conversationswithcreativeminds.com).  
[info@marketartscreative.com](mailto:info@marketartscreative.com). Twitter @MarketArtsJan or @MarketArtsSusan.