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Here is our NEW Brand Establisher Package designed to secure and establish your brand on social media, blogs, and local directories – even before you decide to run aggressive online marketing campaigns.

Brand Establisher		
<b>Service Details</b>		
Duration		1 Month
<b>YouTube Setup</b>		
YouTube Channel Creation & Optimization	?	Yes
Unique Email Account Creation (if required)	?	Yes
YouTube Channel Design w/ Image Sourcing, Editing, Resizing, and Customizing	?	Yes
Image Sourcing for Design	?	Yes
Image Editing and Resizing	?	Yes
Image Cleaning and Finalizing	?	Yes
YouTube Channel Profile Information Population	?	Yes
<b>Blogger Setup and Design</b>		
Blogger Account Creation and Optimization	?	Yes
Blogger Theme Implementation (Design)	?	Yes
Google Plus Authorship Inclusion	?	Yes
<b>Twitter Setup and Design</b>		
Twitter Profile Creation & Optimization	?	Yes
Background Customization of Twitter Page	?	Yes
Twitter Page Information Population	?	Yes
<b>Google+ Profile Creation, Design &amp; Optimization</b>		

Google+ Profile Creation & Optimization		Yes
Unique Email Account Creation (if required)		Yes
Banner Customization of Google+ Business Page		Yes
Banner Image Sourcing, Editing, Resizing, and Customizing		Yes
Google+ Business Page Creation & Optimization		Yes
Google + Profile Information Population		Yes
<b>Facebook Profile Creation, Design &amp; Optimization</b>		
Facebook Profile Creation & Optimization		Yes
Banner Customization of Facebook Profile		Yes
Banner Image Sourcing, Editing, Resizing, and Customizing		Yes
Facebook Business Page Creation & Optimization		Yes
Facebook Business Page Design w/ Image Sourcing, Editing, Resizing, and Customizing		Yes
Facebook Profile Information Population		Yes
<b>Social and Blog Account Setups</b>		
Additional 5 Social Media Accounts Setup		Yes
Top 10 Social Sharing Accounts Setup		Yes
Top 5 Off-Site Blog Accounts Setup		Yes
5 Press Release Accounts Setup		Yes
<b>Primary Local Business Directories</b>		
Google Places – Creation and Optimization		Yes
Bing Local – Creation and Optimization		Yes
Facebook Places – Creation and Optimization		Yes
Foursquare – Creation and Optimization		Yes
Top 10 Business Directories Setup		Yes
Top Niche or Geo Related Directory Account Creation and Optimization		5
<b>Reporting and Auditing</b>		
Internal Report Auditing and Analysis		Yes
Work Reports		Yes

## **YouTube Setup**

### **YouTube Channel Creation & Optimization**

YouTube is undoubtedly the most popular video site today. Millions of people use this service and it is a great way to provide your videos a platform to get noticed.

We will create an account for you on YouTube, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

### **Unique Email Account Creation (if required)**

The creation of a YouTube profile requires a Gmail account. We will create this unique email prior to creating the profile if one is not provided already. At the same time, we will make sure that the Gmail account we create would be branded towards the company/business.

### **YouTube Channel Design w/ Image Sourcing, Editing, Resizing, and Customizing**

To make your YouTube Channel much more appealing and give it branding, we will create a background design for it to convey the company's brand. If images are not provided, we can base it off the company's website or any specific instruction provided to us. With that, we will source images, edit them as needed, and create a background design for the channel to give it that extra 'wow' factor.

### **Image Sourcing for Design**

We will source images from the website and stock photo sites as needed in order to create the design.

### **Image Editing and Resizing**

We will resize and edit the sourced or provided images in order to fit the design concept for the YouTube channel.

### **Image Cleaning and Finalizing**

We will clean the images as needed in order to get the best look and feel for the design.

### **YouTube Channel Profile Information Population**

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the YouTube Profile, we will be uploading information and contact details that are sent to us for specific use there.

## **Blogger Setup and Design**

### **Blogger Account Creation and Optimization**

One of the most popular blogging platforms, Blogger, formerly known as Blogspot, has a large community which immediately exposes your blog, hence your brand, products, and services, to a lot of people. This platform is owned by Google and as such, gets good domain rankings and provide a good SEO push for your website.

We will create an account for you on Blogger, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

## **Blogger Theme Implementation (Design)**

Blogger offers a lot of customization options without having to create new designs from scratch. They offer various themes and color schemes to fit your brand.

We will do this customization to give your Blogger blog the best possible look and feel to convey your brand.

## **Google Plus Authorship Inclusion**

One of Google's latest and innovative features is the use of Author tags. Basically, this ties your Google Plus profile to the blog post created.

This will give the blog more credibility in Google's point of view and hence, better ranking results.

## **Twitter Setup and Design**

### **Twitter Profile Creation & Optimization**

Twitter is a real-time micro-blogging service where mini-messages ('tweets') are sent by users to share their ideas and links to sites they like. The tweets are restricted to 140 characters in length, including spaces, and this has forced many users to find creative ways to get their messages across.

To start, we'll be asking for accurate details that we can use to start building your business' own Twitter page. These include an Email Address, the desired Name of the Twitter profile, the Location of the Business, and a Profile Picture. Target keywords can also be inserted into the 'About' section of the profile upon request.

If there is already a Twitter Profile that you would like us to use, we would need to ask for the access details for it (Username and Password), and we will be optimizing it for added visual appeal and target audience impact.

### **Background Customization of Twitter Page**

By changing the background, Twitter users have the opportunity to put their own visual spin on their profile. We will be customizing your Twitter background (the background image that visitors see when they view your Profile) to help you maximize the number of followers you can get.

We'll be asking you to provide us with the images that we will customize and insert in your Twitter Profile background.

### **Twitter Page Information Population**

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Twitter Profile, we will be uploading information and contact details that are sent to us for specific use there.

## **Google+ Profile Creation, Design & Optimization**

### **Google+ Profile Creation & Optimization**

Google+ makes connecting on the web more like socializing in the real world. In this platform, you can share your thoughts, links, and photos with the right circles.

Geo-location and credibility is very important in Google. As such, we'll be asking you to provide us with a verified Google

Account that we can use to create and customize a Personal Google+ Profile. In addition, the Google Account you will be providing needs to have pertinent details like your Full Name, Location, and the actual Profile Picture of the account owner. All of these help make the profile more credible.

Once we have the login details for the Google Account, we will create and optimize your profile by inserting target keywords in your 'About' tab.

### **Unique Email Account Creation (if required)**

The creation of a Google Plus Profile and Business Page requires a Gmail account. We will create this unique email prior to creating the profile if one is not provided already. At the same time, we will make sure that the Gmail account we create would be branded towards the company/business.

### **Banner Customization of Google+ Business Page**

Similar to websites, your Google+ Business Page needs personality. We will be customizing your Google+ Business Page's header (the main images that visitors see on top of your profile page) to help you increase the number of your friends in your Circles.

We'll be asking you to provide us with the images that we will customize and insert in your Business Page's header.

### **Banner Image Sourcing, Editing, Resizing, and Customizing**

If there is no specific picture that you would like us to use, you could simply give us some directions on the kind of image you'd like the Profile to convey. Based on those, we will be collecting different images and incorporating them into the Banner picture.

We will edit and customize these images to fit the Banner concept and apply them. Once we finish with this, the completed Banner picture will be incorporated into a mockup of the Google+ Business Page, which will be sent back for feedback. After approval, the mockup can be implemented for the live Google+ Business Page.

### **Google+ Business Page Creation & Optimization**

Google+ expanded its features and it now accepts 'Brand' or 'Company' based accounts or profiles. This means that business and site owners can now promote and brand their companies within Google+. This may seem like a small change, but one only has to look at the tremendous success of Facebook's Fan Pages to see why this move is very important for companies and site owners.

While Google+ doesn't come anywhere near the numbers Facebook has, it does hold one major trump card in its hand-the Google brand itself. On the web, immediately building trust with your potential customers is vital for your overall success. Building a large community via Google+ will definitely help in this regard.

We will be creating and optimizing a Google+ Business Page for your brand or company to increase your website or company's online visibility.

### **Google+ Profile Information Population**

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Google+ Profile, we will be uploading information and contact details that are sent to us for specific use there.

## **Facebook Profile Creation, Design & Optimization**

### **Facebook Profile Creation & Optimization**

Facebook, the social network that's 'free and always will be,' is widely regarded as the most dominant social network. Here, you can share thoughts, ideas, pictures, and links to sites and articles that are near and dear to your heart.

To start, we'll be asking for accurate details that we can use to start building your corner of the social network. These include an Email Address, the Full Name of the designated account owner, the person's Location, and a Profile Picture. Target keywords can also be inserted into the 'About' section of the profile upon request.

If there is already a Facebook Profile that you would like us to use, we would need to ask for the access details for it (Username and Password), and we will be optimizing it for added visual appeal and target audience impact.

### **Banner Customization of Facebook Profile**

With the new Timeline view, users are given the opportunity to give their own visual flavor to their profile. We will be customizing your Facebook Profile banner (the main image that visitors see on top of your profile page) to help you maximize the number of friends you can get.

We'll be asking you to provide us with the images that we will customize and insert in your Facebook Profile's header.

### **Banner Image Sourcing, Editing, Resizing, and Customizing**

If there is no specific picture that you would like us to use, you could simply give us some directions on the kind of image you'd like the Profile to convey. Based on those, we will be collecting different images and incorporating them into the Banner picture.

We will edit and customize these images to fit the Banner concept and apply them. Once we finish with this, the completed Banner picture will be incorporated into a mockup of the Facebook profile, which will be sent back for feedback. After approval, the mockup can be implemented for the live Facebook Profile.

### **Facebook Business Page Creation & Optimization**

Aside from personal profiles, Facebook allows businesses to have their own Business Pages to interact with customers. Announcements on upcoming events, sales, discounts and other offerings can be made. Many businesses have also found Pages to be useful for getting customer feedback; loyal and satisfied customers can post positive testimonials here.

Setting up a Page on Facebook will evidently be helpful in increasing your online visibility. If the content of the page is appealing enough to the target audience, it can also be very helpful in getting additional customers.

### **Facebook Business Page Design w/ Image Sourcing, Editing, Resizing, and Customizing**

Similar to the Facebook Profile, we will be using images to make the Page more attractive to visitors. If necessary, a color scheme that fits with the brand will be followed. The company or business logo will be incorporated, and niche-oriented pictures will also be used. We will also be asking if there are specific pictures that the client would like to use.

A mockup will be created for the Business Page and sent for feedback to the client. Upon approval, the design will be implemented.

### **Facebook Profile Information Population**

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Facebook Profile, we will be uploading information and contact details that are sent to us for specific use there.

## **Social and Blog Account Setups**

### **Additional 5 Social Media Accounts Setup**

We will setup your additional 5 social media accounts for you. For SEO, reputation management, and raw traffic generation value, it is important for you to have setup and maintain your additional 5 social media accounts. Social media accounts help to establish your brand, and it will help us to associate your brand to your website. Your social media accounts will also be used for content publication, generating back links, and attracting more visitors to your website.

The social media account generated could include but are not limited to:

- Pinterest
- LinkedIn
- Vine
- Netlog
- Newsvine
- Scoop
- Tagged
- Hi5
- Plurk

### **Top 10 Social Sharing Accounts Setup**

We will setup your top 10 social sharing accounts for you. Social sharing websites are specifically created for sharing content and making your sharing decisions publicly available. Your social sharing accounts will help us to build back links to your website and they will help us to tell the world about the new content we will be generating for you on a monthly basis.

The Social Sharing Accounts established could include but are not limited to:

- Bitly
- Delicious
- StumbleUpon
- Kippt
- Diiigo
- Folkd
- Instapaper
- Slashdot
- Bibsonomy
- Pocket

### **Top 5 Off-Site Blog Accounts Setup**

Off-Site blogs are extremely important in today's online marketing world. Of course having great written content on your website is the highest priority, but having multiple blogs with a significant amount of authority can really boost your rankings. One of the best things about having your own off-site blogs is the ability to have full control. When we setup the blogs we will have the ability to control comments, and what is published.

The off-site blog will be used to publish content, establish brand, and build back links.

The list of off-site blogs we setup include but are not limited to:

- WordPress
- Blogster
- Tumblr
- LiveJournal
- Skyrock

## **5 Press Release Accounts Setup**

When we write press releases we need a way to publish the press release to the world. Although we do this through your social channels, we also want to be able to get the press release published on official press release websites. The benefit of publishing the press release on an official press release website is the exposure. Searchers can go on the press release websites, find your press release, share it with their friend, like it with Facebook, +1 it with Google Plus, and even link to it in other conversations.

We will be creating your accounts in the top 5 free press release publication sites during the first month of the marketing campaign.

The list of press release sites we will setup include but are not limited to:

PR Web  
All Voices  
Pro Skore  
Online PR Media  
PRLOG

## **Primary Local Business Directories**

### **Google Places - Creation and Optimization**

Our Google Local services include the creation, optimization and submission of a Google Local Business Listing. The listing must be claimed by receiving a PIN number. This PIN number will be sent to you within 2 weeks of us making the request. Once you receive the PIN number on the post card, you will need to email it to us so we can claim the listing for you.

### **Bing Local - Creation and Optimization**

Our Bing Local services include the creation, optimization and submission of the Bing Business Portal. We will help you stand out from the competition by including compelling online content such as photos and logos. We will also add your business hours, services and other information. It typically takes two to three weeks for a Bing Local listing to be published.

If your business is located outside of the US, we will be creating a Yelp listing instead since the Bing Business portal is not available in your location. As with Bing, it will typically take two to three weeks for your Yelp listing to be published.

### **Facebook Places - Creation and Optimization**

We will set up a Facebook Places Page on your behalf. People can check into this Page when they're nearby. We will make sure that your Facebook page contains accurate information. We will add your company description, phone number, location, hours of operation, specialties, services, payment options, etc. Facebook Places requires phone verification.

### **Foursquare - Creation and Optimization**

Claiming and verifying your listing in Foursquare is the first step to get discovered and be successful in Foursquare. Foursquare has millions of business listings, all submitted by customers who go to those places.

We will find your business and make sure that the information for your claimed business is accurate. We will add your company description, phone number, hours of operation as well as links to your website and social media profiles – Facebook, Twitter, etc.

Verification of Foursquare will require a credit card payment of \$1.



### **Top 10 Business Directories Setup**

While setting up your listings in Primary Local Business Directories, we will also submit your business information to top local directories such as CitySearch, Judysbook, and Insider Pages. As more and more local consumers turn to the Internet to find information about local businesses, these citation directories are witnessing a huge growth in popularity. These citation directories can be a direct source of new customers, but they can also boost your local presence.

### **Top Niche or Geo Related Directory Account Creation and Optimization**

We will conduct a research to find niche specific or geo related directories. Using this data we will be able to not only target the directories that is niche specific or geo targeted for better local presence, but we will be also able to find directories where your target market hangs out. Our ability to use specialized research and citation/directory tracking resources will give us a leg up on your competition.

## **Reporting and Auditing**

### **Internal Report Auditing and Analysis**

All Reporting is subjected to routine auditing and assessment process. We perform this auditing to ensure that all reports are up to date, error free and properly formatted.

### **Work Reports**

All tasks will be tracked throughout the whole month and are reflected on report which includes all progress and final outcomes.