

Missouri Business Online



Social Media Consulting

Social Media Management

Outsourcing Services



Last Revision: November 9, 2009

Social Media Consulting Services

We offer social media consulting and full training services.

- **Marketing Strategy Development:** We can assist you in developing your social media marketing strategy.
- **Social Media Training:** We can also train your staff to effectively and properly handle your social media marketing campaign for you. In most cases, training is best done in two sessions, 2 hours each session. This has proven to provide optimal results, as it prevents information overload.

Offline Training – or Virtual

Both our consulting and training services can be done in your office; or virtually online using our webinar software that allows you to interact with us in real-time and see our computer screen during the training session.

Our Fees

Fees for our consulting or training services are \$100 per hour, with a one hour minimum. Contact us to schedule an appointment: newclient@missouribusinessonline.com

Social Media Management

Daily Monitoring Activity - 7 Days per Week/365 Days per Year

Daily tweets on 2 Twitter accounts

Daily monitoring of news in your niche

Daily monitoring of your top 3 keyword phrases

Daily status updates on Facebook

Daily monitoring of your business name

Daily blog backups

Establishing Your Social Media Presence

Facebook profile & Fan Page setup + 25 Fans obtained & 'Vanity URL' secured

1 blog install, setup & configuration

4 new keyword optimized blog posts per month (1 per week)

LinkedIn Profile setup

Google Analytics setup/install + Monthly stats report

YouTube channel setup

Daily Activity in Social Media Is What Builds

Your *Know- Like-Trust* Factor

Twitter acct setup: 1 business & 1 persona + Obtain first 50 Twitter followers for each account

\$597 per month + \$1,500 setup fee = \$2,097 to start

Additional Geo-Targeting/Niche Marketing Options (must be purchased with pkg above)

\$150 per month for every 2 additional Twitter accounts

\$497 per month for each additional full niche marketing package
(4 Twitter accts & 2 Facebook Fan Pages)

New Social Media Management Client Survey for Missouri Business Online

Client Name: _____

Business Name: _____

Business Web Site URL: _____

Contact Email: _____

Employee Names: _____

What type of Twitter Accounts do you prefer (choose 2) :

- Real Person Account
- Company Account
- Identity/Keyword Account (persona)
- Employee Account

What are the Benefits of Your Business, Industry or Service?

1. _____
2. _____
3. _____
4. _____
5. _____

Who is your Target Audience?

1. _____
2. _____
3. _____
4. _____
5. _____

If you are geo-targeting, what is your location and what is your desired geo-target radius? _____

Do you have other business locations that you would also like to geo-target? If so, name those locations. _____

What is your Message to your Market? _____

Who are you top competitors?

- 1. _____
- 2. _____
- 3. _____

Who are the top industry leaders/organizations/magazines/trade publications, etc.?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

Is there a contact person within your organization to connect with for breaking news or events that related to your industry?

Is there a contact person within your organization to connect with should we encounter customer service issues within the scope of your social media management? _____

Do you have any specials, coupons, events, bonuses, etc. that you will be offering? _____

What businesses or industries would you consider to be in a cooperative or parallel market?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Is there a motivational or inspirational person you admire?

Do you have any hobbies, pets, sports, etc.. with which you might discuss with clients? _____

Are there any facts, interesting ideas, concepts or thoughts about your business or industry you would like to share? _____

Do you belong to any groups, associations, clubs, etc.. that you would like to mention? _____

Do you have any degrees, specialties, awards, etc.. you would like to mention?

Are there any subjects or topics you consider off limits or inappropriate to discuss or mention?

Have you done any Search Engine Optimization (SEO) on your web site?

If so, what are you top keyword search phrases?

Comments: _____

Please forward any pictures, videos, logos, articles, press releases, news, publication citings, etc. (or links to) that you would like to share via social media to newclient@missouribusinessonline.com

Terms of Service Agreement

Monthly Service Package Payments

Every service package we offer is a recurring monthly billing in the amount indicated when you made your purchase; and will be automatically charged to your account each month on the anniversary date of your initial service package order, if you used an online payment method. If you are paying by check, an invoice will be emailed to you 5-10 days prior your monthly due date.

Any accounts incurring failed billing methods beyond a 5 day grace period past the billing due date, will be subject to suspension of all services until the account is paid in full. Repeated failed billings or late payment are subject to dismissal from our services.

Setup Fee

We charge all new social media management clients a one-time \$1,500 setup fee. This fee is to cover the time required to setup and establish all the necessary social media accounts, install and configure a blog and do initial keyword research.

90 Day Return on Investment (ROI) Monitoring

We ask that all new clients allow 90 days to start seeing ROI. After 90 days we will contact you to discuss progress based on our reports, and your sales results, to see if our working relationship has proven beneficial.

Here's the 90 Day Outline:

Allow 30 days to get all accounts/blog setup and configured

After 60 days, we provide an initial stats report

After 90 days, we provide a second report & determine ROI progress made

Should the client agree that a positive ROI is being made, Missouri Business Online will continue managing the client's social media. If client does not feel positive ROI is being made, then client has option to cancel service; or continue to allow more time to build their social media presence.

Work Satisfaction Guarantee

We will do our best to ensure client satisfaction of our work; it is our desire that each of our clients be satisfied with our services. Customer satisfaction and customer service is a top priority for us. If it's not right, we will do everything in our power to make it right. That's our customer satisfaction guarantee.

Refunds

As we are a service based business, with ongoing expenses and employees, we do not offer refunds of monies paid for our already reduced rate monthly packaged services.

Canceling Your Service Package

Should you find you no longer require our services, you may send an email to support@missouribusinessonline.com requesting your account be canceled. Your account will remain active until prior to the next billing cycle.

Client Cancellation Probationary Period

We do not require our clients to agree to a required minimum months of service when they sign-up for our services. Thus clients are free to cancel their service any time prior to the next month's billing. However, any client who chooses to cancel their service will be placed on a 9 Month Probationary Period during which they will be unable to sign-up again for our services.

As social media marketing requires ongoing effort to consistently see results; the probationary period is meant to encourage clients to continue with their social media marketing strategy.

However, should a client choose to cancel our services, after the nine month probationary period has ended, clients will be able to sign-up for our services, should we be accepting new clients at that time.

Confidentiality & Security

We strive ourselves on maintaining high confidentiality and will take the utmost care to ensure the security of our clients' pertinent information; including usernames, passwords and documents shared in the course of work performed. We will not divulge, share or reveal your private and security sensitive information with anyone outside of our screened and trained in-house staff.

Missouri Business Online Contact Information

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