

# DEVIVO MARKETING

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## SOCIAL MEDIA AND INTERNET MARKETING

So you have a website, now what? It is no longer enough to just have a website in this new interactive media environment. You need to engage your customers and attract new ones. This can be accomplished through a complete internet and social media marketing plan. Since 1996 DeVivo Marketing has assisted small businesses in building their online presence.



Social Media Marketing is a new frontier. It is not about having a presence it is all about how you use it to reach out to new and existing customers and

## ENGAGE, ENGAGE, ENGAGE.

Where should your social media marketing begin?



Why Facebook?

- More than 400 million active users
- 50% of active users log on to Facebook in any given day
- People spend over 500 billion minutes per month on Facebook

## What does it take to launch a Facebook Marketing Campaign

In order to develop a successful Facebook campaign it is integral that you and your company make a commitment to the time it will take to maintain your presence. We ask that our clients appoint at least one person within their company to this task and commit to check their pages daily and to post to their page at least 3 times per week. With as little as 1-2 hours a week you can bring your Facebook to life!

## Creating a New Facebook Page

If your company currently has no presence on Facebook we can help you launch your new page and provide the training to help you succeed.

### New Facebook Page Set Up - \$299.00

Includes set up of a customized Facebook page for your business, 1 custom tab designed to help turn Facebook users into website visitors, creating a photo gallery with images supplied by the business, and a 1 hour in-person training class. Tybee Island travel related businesses will also receive 1 posting on our Tybee Events Facebook Page which currently has over 7,000 fans promoting their page.

*Additional training and support is available at an hourly rate of \$50.00, 1/2 hour minimum.*

*Additional posts on our Tybee Events Page advertising an event or special offer are \$25.00 each. 1 per month limit.*

### Discounted Set Up for Businesses Already on Facebook - \$50.00 Per Hour

### Monthly Facebook Management - Prices Range from \$75.00 to \$250.00+ Monthly

If your business is interested in having us assist you with regular posts, engaging page visitors, and inviting new fans we can custom quote you a price based on your company's product or service. Businesses participating in our Facebook Management Service will receive a monthly activity report and up to 1 hour of phone/email support at no charge.

## Facebook Advertising

Advertising on Facebook is an important strategy in growing your fan base on the site. We can design your ads, target them based on geography, age, and many other useful factors to specifically target those most likely to be interested in your product or service. We recommend a minimum advertising budget of \$100.00. With an average cost per fan of 0.50 you would add 200 fans per month. Businesses wishing to grow their fan base at a quicker pace should set their budget accordingly. Ask yourself how much it is worth to engage potential customers multiple times a week?

Facebook Advertising Campaign Set Up - \$75.00

Facebook Advertising Campaign Changes - \$50.00 per hour



# Facebook

Leverage Social Media to Grow Your Business

# Marketing

### Twitter Account Customization - \$199.00

Includes setting up a Twitter account for your business with a custom designed background and a 30 minutes over the phone walk-through of using the site. Existing Twitter users can have their page customized and receive recommendations on how to achieve greater success.

Twitter can be a useful tool for certain type of businesses. Great for broadcasting daily lunch specials, special offers, and events. Twitter requires a designated person in your business to "tweet" consistently in order to receive benefits and grow your "followers".



## Google Pay Per Click Advertising

If you are looking to increase traffic to your website Google Pay Per Click advertising is a cost effective way to reach internet users. Pay Per Click campaigns can be customized in several different ways, including geographically and by relevant keyword, to reach people already interested in your business type and service. DeVivo Marketing will review your existing website, your traffic reports, and create a marketing plan based on your budget. We recommend a minimum budget of \$300-\$500 monthly be allocated. At an average cost per click of 0.40 a \$300 budget would attract 750 additional website visitors monthly.

**Google Pay Per Click Campaign Set Up - \$199.00**

### **Monthly Account Management Fee Based on Campaign Budget**

The fee to manage your Google Pay Per Click campaign is set at 25% of your monthly budget. A \$300 a month campaign would incur a \$75 per month management fee.

**To Set Up an Appointment  
to Discuss How to Market  
Your Business Online**

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