

## **BYOB Description**

### **Set Up/Rebrand** (Bronze, Silver, Gold & Platinum)

- Profile/Bio
- SEO (search engine optimization) to Prompt Organic Internet Traffic and High Visibility
- Proper Site Settings for Premium Interaction and Highest Visibility
- Searchable Page Title
- Unique Facebook URL (after 100 fans)
- Blog Feed to Posts
- Contact / Connect Info
- Geographic Targeting

Plus, your very own YouTube channel!

### **Background Images \*** (Bronze, Silver, Gold & Platinum)

Social Media site backgrounds are the most underutilized advertising space. In our program, this space will be used as a billboard for all of your contact information and to showcase the flavor of your brand. Our graphics team will design account backgrounds with matching themes, enabling visitors to recognize you as they travel from site to site. This valuable approach promotes brand recognition and portrays strong Social Media savvy.

\* This includes 3 hours with our graphics team which will be sufficient in most cases. In the event you desire more time, you will receive info on the added pricing. Our team will move forward after we get written permission/agreement from you on the added cost.

### **Training** (Bronze, Silver, Gold & Platinum)

Once your accounts are all set up properly, ATI Marketing will share tips, tactics and tools designed to launch your presence into Social Media successfully. This training time can be done all at once or split into 2 sessions.

### **Blog Strategies** (Silver, Gold & Platinum)

ATI Marketing Specialists will strategize with you about the best methods to tie your blog into your new Social Media platform.

### **Facebook Fan Page Landing Page** (Gold & Platinum)

Our graphics team will design a custom landing page that will be added to your Facebook Fan page as an additional tab. This page will be designed to your preference. For example, you may want a Welcome page or a Special Discount page, etc.

### **Legal Policies & Procedures Document<sup>1</sup>** (Gold or Platinum)

- **Reference** Policies and Procedures (**Gold**): Includes a sample document drafted by an Internet Attorney who specializes in the nuances of Social Media. This document will be the perfect guide for your own company policy development.
- **Customized** Policies and Procedures (**Platinum**): Includes a Policies and Procedures document prepared specifically for your company by an Internet Attorney who specializes in the nuances of Social Media. This document will be legally binding and implementable immediately.

### **Brand Monitoring Strategy** (Platinum)

ATI Marketing will reveal important methods to monitor exactly what anyone is saying about your brand in Social Media. This is extremely important when it comes to recognizing and congratulating accolades, as well as heading off and addressing undesirable comments.

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<sup>1</sup> All legal documents in the Gold plan are provided as 'forms' drafted and reviewed by internet lawyers. However, these forms are not legal advice and do not create any attorney-client relationship with the drafting law firm. These forms are being provided as is and without warranty that they apply to your specific situation. If you need legal advice concerning a social media policy, or customization of the form we provide, you should contact an attorney who specializes in internet law. If you wish, we will be happy to recommend an internet attorney to contact. In the Platinum Plan, \$750 of the price includes a consultation with an internet attorney of your choice. We do not share in this fee with the attorney you chose. Further, your relationship with whichever attorney you chose is strictly between you and that law firm. If you chose an attorney other than one on our list of providers, we will refund the \$750 so you can use that amount to pay for counsel of your choice.