



## Facebook

Facebook is the largest social networking site with more than 1 billion monthly active users. Facebook leads in terms of the share of hours users spend time on social networks. With Facebook Business Pages, a company or brand attracts more users, achieves more visibility, gets likes and shares and provides engagement with users.

With its large user base, and because fans have friends, Facebook offers higher probabilities of amplification or the multiplier effect as activities of fans are shown in their friends' newsfeeds extending a brand's reach throughout the Facebook network.

### Facebook Setup and Design

Package Name	Facebook Setup & Design
One Time Service	Time for Completion - One Month
SMO PROFILE CREATION, DESIGN & OPTIMIZATION	
FACEBOOK PROFILE SETUP	
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
Branded Content Writing for Facebook Business Page	Yes
Facebook Profile Information Population	Yes
Branded Content Writing for Facebook Business Page SEO Tab	Yes
<b>WEBSITE SOCIAL INTEGRATION AND ANALYTICS</b>	
Social Sharing and Social Interaction Buttons Installed on Website and Blog	Yes
Social Media Analytics Installation - Google Analytics via Website	Yes
<b>MISCELLANEOUS SERVICE ITEMS</b>	
Dedicated IP Services	Yes
<b>REPORTING AND AUDITING</b>	
Internal Report Auditing and Analysis	Yes
Work Reports	Yes

## Facebook Marketing Services Packages

Here are our Facebook Marketing Services Packages to help your business succeed further:

Package Name	Facebook Small	Facebook Medium	Facebook Large
Recommended Minimum Duration <i>- can run for one month only, if desired</i>	6 Months	6 Months	6 Months
<b>MONTHLY FACEBOOK MARKETING SERVICES</b>			
<b>SOCIAL MEDIA SERVICES BREAKDOWN</b>			

<b>FACEBOOK PROFILE MARKETING</b>			
Facebook Profile Updates	5	10	15
Backlink Building from Profile Updates	Yes	Yes	Yes
Facebook Commenting & Discussion	10	15	30
Backlink Building from Comments	Yes	Yes	Yes
Facebook Groups Joined	0	2	4
Facebook Friend Acquisition	10	15	20
<b>FACEBOOK PAGE MARKETING</b>			
Facebook Page Updates	5	10	20
Backlink Building from Page Updates	Yes	Yes	Yes
Photo Updates	2	4	10
<b>MISC SERVICE ITEMS</b>			
Dedicated IP Services	Yes	Yes	Yes
<b>REPORTING AND AUDITING</b>			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
Social Media Analytics	Yes	Yes	Yes

## [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.

## [Image/Banner Customization of Facebook Profile Page](#)

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.

## [Facebook Banner Image Sourcing, Editing, Resizing and Customization:](#)

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 and 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.

## [Branded Content Writing for Facebook Business Page](#)

First impressions are crucial, and for many people, Facebook may be the first instance where they encounter your brand. To give them a proper introduction, the content of the page must be consistent with how the brand is displayed elsewhere.

We will be writing branded content to post on your Business Page, with particular attention to the "About Us" section, to give customers a proper preview of the company or business. It is also important to assure loyal customers that your voice is the same, no matter where they find you.

## [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.

## [Branded Content Writing for Facebook Business Page SEO Tab](#)

The Business Page SEO tab provides a quick overview of the company, its background, and its products/services. We will create branded content for the tab to include the targeted keywords in order to promote its products/services.

The information we will use for this will be from the live website of the company. If this is not available, we will need to request for the company's background and product/service information.

## [Social Sharing and Social Interaction Buttons Installed on Website and Blog](#)

To increase customer engagement, it is ideal to give them the opportunity to interact with you. Customers who enjoy your company's services and offerings will want to know how to get in touch. While email and customer hotlines are still around, Social Media is fast becoming a preferred alternative.

To this end, we will also be installing buttons onto your website and blog that will refer customers to your Facebook Business Page.

## [Social Media Analytics Installation - Google Analytics via Website](#)

Google Analytics has incorporated a Social feature which shows traffic data gathered through Social Media websites. This is a great tool to measure the efficiency of the Social Media campaign which is why we will install Google Analytics onto the website as part of Social Integration. We will need to request for FTP and CPanel access to the website in order to install Google Analytics.

If the website already has Google Analytics installed, we would need to request our Gmail account to be provided Administrator access to it.

## [Dedicated IP Services](#)

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

## [Internal Report Auditing and Analysis](#)

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

## [Work Reports](#)

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

## [Facebook Profile Updates](#)

With regular profile updates, we will ensure that your Facebook profile has credibility and presence on the social network. An online presence cannot be successfully established without activity.

## [Backlink Building from Profile Updates](#)

Profile updates are also a good opportunity to generate traffic into your site. By incorporating links to your site into updates, we increase the chances of people visiting your website, where they can learn more about your services and offerings.

## [Facebook Commenting and Discussions](#)

We start or participate in various discussions. This can be done within a Facebook Group or a Facebook Page that is related to the company's niche.

## [Backlink Building from Comments](#)

A well-placed backlink in a comment can also successfully channel traffic to your business website. By putting a link in a discussion or thread whose participants may be interested in your niche, there are increased chances for your website to get hits and conversions.

## [Facebook Groups Joined](#)

Another opportunity to increase your company's reach is to join Facebook Groups. By selecting ones that are targeted to your niche, we can find people that may be interested in availing of your services. Participating in discussions can also be beneficial if you want to be established as an industry authority.

## [Facebook Friend Acquisition](#)

For the Profile updates and posts to have an impact, we must acquire Friends. Any updates and posts we publish can appear on a Friend's Newsfeed, which will increase the potential reach of the message.

## [Facebook Page Updates](#)

Maintaining activity on the Facebook Business Page is also crucial. With regular updates, Fans of the page can be kept up-to-date on new events, discounts, and offerings your business has. The right content, which is sufficiently interesting or entertaining, can also make them more inclined to visit your Page regularly.

## [Backlink Building from Page Updates](#)

The updates on the Page are also a great chance to refer people to your website. By posting links to pages explaining your brand and services, we can entice Fans to look them up and include your offerings in their consumer decisions.

## [Photo Updates](#)

Making content visually appealing will tend to increase its impact. Text-only updates are less enticing than ones that incorporate pictures, and are less likely to have "Share" value. With Photo Updates, it's more likely to have people pay attention to what you say, and keep coming back to see what other messages you have.

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## [Social Media Analytics](#)

Using analytics tools for social media, we can measure the effectiveness of our efforts to engage users on Facebook. Metrics we use include mainly click counts, number of Likes on the Business Page, and friend acquisition, but can also include Likes and replies to comments and discussions made.