

## FYI: Social Media Terms



**Facebook** is a social networking service and website launched in February 2004.

Facebook has more than 750 million active users. Facebook users may create personal profiles and business pages, add other users as friends, and exchange messages, including automatic notifications when they update their profile.



**Twitter** is an online social networking and microblogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as “tweets.”

Twitter launched in July 2006. Twitter rapidly gained worldwide popularity, and currently has over 200 million users.



**LinkedIn** is a business-related social networking site. Launched in May 2003, it is mainly used for professional networking. As of 2011, LinkedIn reports more than 100 million registered users, spanning more than 200 countries and territories worldwide.



**Blog** (a blend of the term web log) is a type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.



**Newsletter Email marketing** is a form of direct marketing which uses electronic mail as a means of communicating messages to an audience. An Email Blast is an electronic mailing, sent all at once to your mailing list. This is commonly used by marketers who want to send email advertisements or promotions to their list of customers.



**YouTube** is a video-sharing website on which users can upload, share, and view videos. Custom video creation & YouTube Business Channels available. Personalized Designs available, ask us about our rates.

## Packages

Crawford Designs has streamlined the confusing world of Social Media Marketing. We've made it easy as 1, 2, 3:

1

### Small Business **BLOGGING PLAN** + Social Bookmarking

T-Th-Sat or M-W-F Custom Blogging. \$200 / month  
(3 weekly / 12 custom blogs per month)

2

### Blog Promotion **NEWSLETTER**

Fresh Content Each Month. \$100 / month  
(Custom Monthly Design & Content)

3

### Social Media **HUB**



One-Time Development Fee: \$149  
+ automatic posts from Blogs

For more information about our **Blogging Service,**  
**Promotional Monthly Newsletters,**  
**and Simply Social Hub,**  
contact Crawford Designs LLC at:  
717-855-3184  
or visit us online at:  
[www.SimplySocialHub.com](http://www.SimplySocialHub.com)



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# BLOGS

# NEWSLETTERS

# SOCIAL MEDIA

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*for your business*

Social Media Packages brought to you by:



[www.SimplySocialHub.com](http://www.SimplySocialHub.com)

# 1

## Small Business **BLOGGING PLAN**

### + Social Bookmarking

A blog is a method of creating content on your website so that you get fresh updated information on a regular basis. We will add a blog to your website and add custom content three days a week.

#### A blog has many benefits:

- We select 10-20 keywords important to your business and write each blog post so that each keyword is used. (This allows the search engines opportunities to rank those posts for your keywords).
- Each blog post is treated like a separate web page by the search engines. That means, after one year (if you were to blog every day), you'd have 365 pages to potentially rank in the search engines for your keywords.
- We use your blog posts as conduits for traffic to send your readers to important pages within your website where you want them to go and close the sale.
- Your company blog's links also serve to further optimize your entire website for the search engines.
- The fresh content on your blog invites the search engines back to your website to crawl it. Each time the search engines crawl your website, they look for new pages to index and rank.
- We also manage the comments of your blog and write responses when appropriate or notify you so that you can handle important customer service issues or field questions that we can't answer about your business.

We'll also add social sharing buttons to your blog so that your readers are encouraged to share the information with their friends.

We can also localize or geotarget your blog content, if necessary, in order to rank your blog for the regions that you serve. Otherwise, we can write general content that is globalized according to your marketing plan.

How do you promote your blog to non-clients or people who have never heard of your business? That's where social bookmarking comes in:

- We bookmark each of your blog posts on a regular basis at popular social bookmarking websites like Digg, Delicious, StumbleUpon, and Twitter.
- We bookmark the latest post each day at a different social bookmarking service so that your content is distributed around the web at services your potential clients are likely to be.
- Many of these services pass-on important search engine benefits when your blog posts are bookmarked and the inbound links can help your blog content rank higher in the search engines.

# 2

## Blog Promotion **NEWSLETTER**

The blog promotion newsletter is great for promoting your company blog to your list of customers and prospective customers. You worked hard for that list so it's important to put it to good use. Your blog will have an RSS feed, but not everyone knows what that is so some people won't subscribe. You could put a Subscribe-By-Email button on your blog, but again, not everyone will sign up to read your blog that way.

A newsletter that goes out monthly with summaries of your posts and a link back to where your subscribers can read them will drive steady traffic back to the blog on a regular basis. Your readers can read the blog posts that they missed and keep current with what your company is up to online.

The monthly promotional newsletter service is the perfect service if you already have an email list database of subscribers who respect and trust what you have to say.

# 3

## Social Media **HUB**

Maximize your social impact with a multi-channel approach using Facebook, Twitter, LinkedIn, + your custom Blog.

#### High Engagement = High Visibility

Increased communications foster brand awareness and higher visibility. Through these sites, you can interact with your networks, and build relationships.

#### What is Simply Social Hub?

We build (or update) your business details on Facebook, Twitter, and LinkedIn. Simply Social HUB streamlines your blog posts by posting your feeds instantly to your social platforms.

#### All-In-One Social Media Solution

Videos, pictures, tweets, reviews, blog posts, and comments create a fragmented conversation about your brand. We simplify things with comprehensive account set-ups, and consolidating your content throughout your custom Facebook, Twitter, and LinkedIn Accounts.

