



Hi,

Are you trying to understand the complexities of MARKETING on the Internet?

At UpFrontbyDesign.com we're here to help you better understand these complexities, eliminate the fear of wasting money by educating... and then by helping you put together a plan that will allow you to connect with the billions of users online, and potential thousands/millions of user looking for your service or product. The following documents will answer 90% of the questions most people have...and need to know before spending any money marketing their business on the Internet.

If you're looking for ANSWERS and ASSISTANCE with:

- Search Engine Optimization
- Local Buss Marketing
- Pay Per Click Advertising (Google, Bing and YAHOO!)
- Website Audit Report
- Social Media Optimization

...our library of information can help you make the right choices! Once you've had a chance to review the attached...and you have any questions, please feel free to contact me directly to discuss what we can do for you!

Cheers,

Dean Wolf
Director of Marketing/President

Social Media OPTIMIZATION



Did you know that Social Media is a growing source of leads and customers? The amount of time your target market spends on social media is ever-increasing.

What is Social Media Optimization?

Social media optimization or social media marketing is the process of generating publicity through various social media networks and platforms such as Facebook, Twitter, Google+ and LinkedIn. Social media optimization increases awareness about a business, brand, product or service; as well as amplifying the engagement with your target audience, and so generating more leads, prospects and customers.



Why Employ Social Media Optimization?

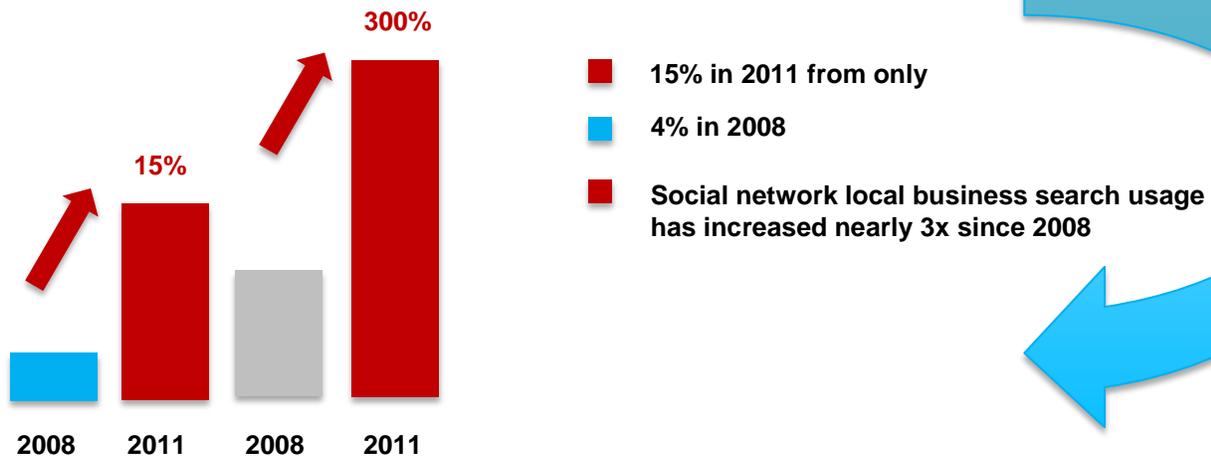
Social media is a fast growing space in online marketing as more and more people connect with each other, communicate and share thoughts and feelings about businesses, brands, products and services through status messages, likes, tweets, links, photos, and videos.

1 in 6 minutes online is spent on social networks

76% of social media users are generally in a positive mood before, during and after their participation in social networking.

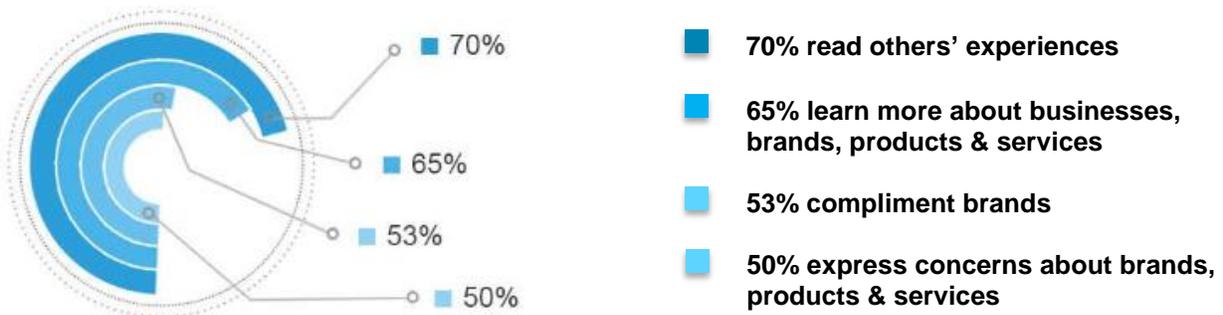
Social Search is on the Rise for Local Business Searches

Usage of non-search sites such as social and daily deals for finding local businesses:



-comScore Local Search Usage Study 2012

Social network local business search users are still heavily engaged with social local content through usage of consumer reviews both contributing and using the consumer generated content.



This makes social media a very good venue to build brands, customer loyalty, and word-of-mouth or viral promotion.



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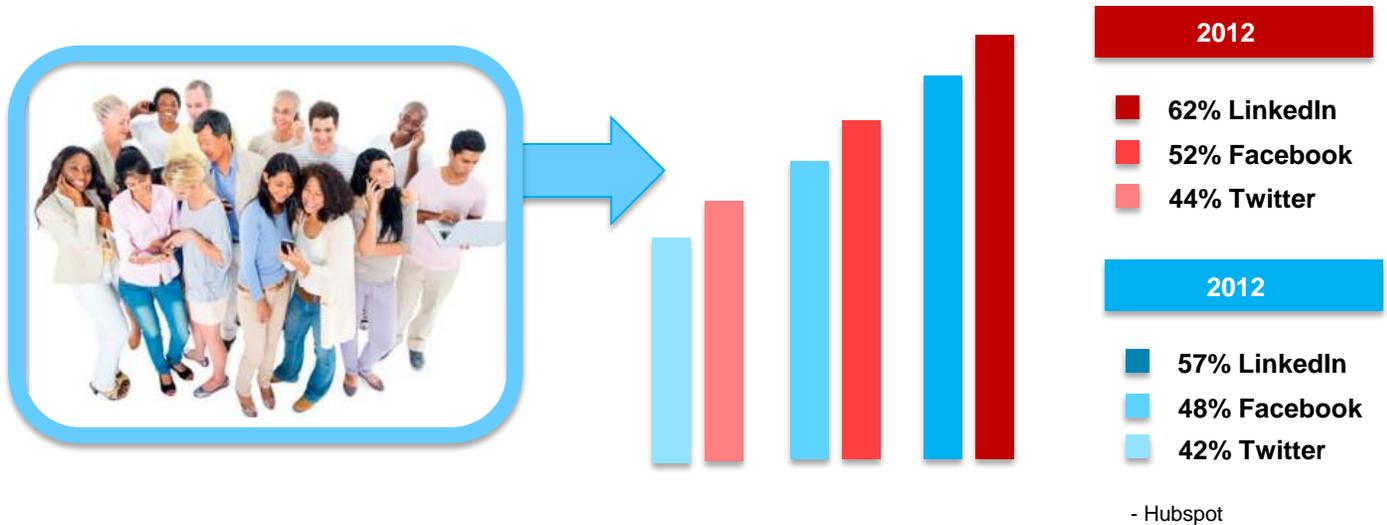
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Customer acquisition through social media is increasing across various channels

Optimize social media for your marketing, content and connections for high audience reach, engagement, and amplification for brand building and sales.

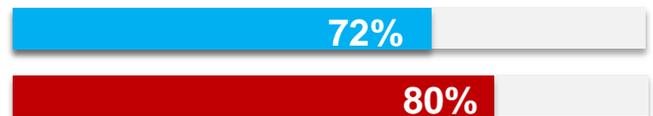


What Are Your Competitors Doing?

Social Media ranks 2nd with growing importance as a source of leads for businesses

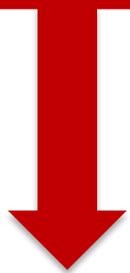


Social Media ranks 2nd as medium, for content marketing by businesses



Who Uses Social Media Optimization?

Here are some famous brands that are successfully employing social media optimization:



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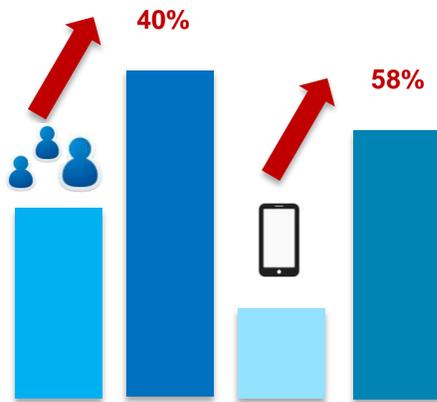
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The Future

Social media usage is fast growing and will pervade across industries, marketing and sales funnels, the buying cycle and customer life cycle, for many years to come.



Facebook has more than:

- 1 billion monthly active users in 2012
- 600 million in 2010 (*grew by 400/0*)
- 600 million mobile active users in 2012 from only...
- 245 million in 2012 (*grew by 58%*)

- TechCrunch



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LinkedIn™

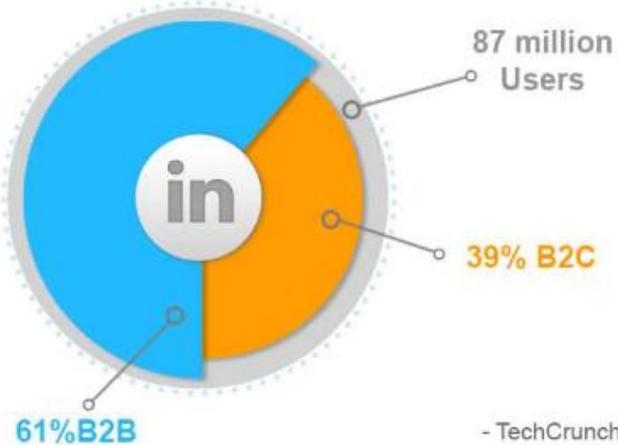


LinkedIn has:

- 87 million users in 200 countries to date
Signs up 2 new members every second

Customer acquisition success rate:

- 61% for B2B and
- 39% for B2C



LINKEDIN

200 COUNTRIES

Sign-ups = 1 sec

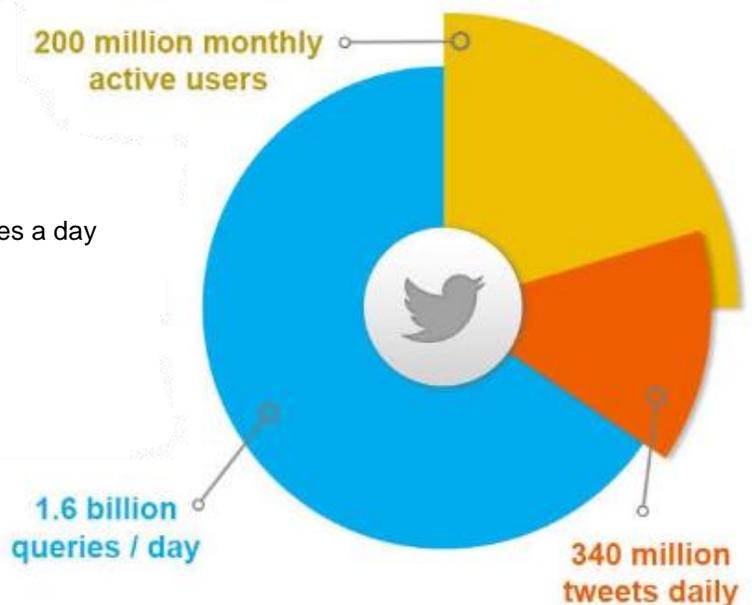
twitter



Twitter has more than:

- 200 million monthly active users
- Generates over 340 million tweets a day
- Handles more than 1.6 billion search queries a day

The rate at how social media channels are growing in terms of users, customer engagement and acquisition tells us that there is more to come.



More than 50% of active Twitter users follow companies, brands or products on social networks.

- TechCrunch



Why Choose Us?

Choosing us will launch you forward into the social radar and circles of people who matter to your business.

Social Media Optimization is a task-extensive online marketing effort requiring expertise and manpower. It is a rather long term effort and requires everyday tasks to reach a critical mass of fans, followers, and connections, to achieve high-growth momentum.

Do not expect instant results. But rather expect results to pick-up cumulatively as your content and connections build up over time.

Doing SMO all by yourself, or organizing, training and monitoring a team to do it in-house will be very time-consuming taking away time from your core activities. All you have to do is to let us take care of all of your social media marketing needs.



In-Depth Consultation

We believe that understanding our customer's needs and objectives is crucial in providing superior services and so we take the time to know you, your business, your target market, your competitors, your brand and its peculiarities.

We then factor these elements into our social media optimization strategy and recommend the most suitable solution for you. We follow a cycle beginning with in-depth consultation with you prior to campaign launch. Your involvement is very much appreciated as no one knows your business better than you do. We then implement, put in quality controls, measure and analyze results, listen to your feedback and apply continuous improvements to help make your campaign successful.



Summary of What We Do

✓ **Google+ Marketing**

To increase your online visibility, we will create a Google+ Personal Profile and a Google+ Business Page for your company or brand so that you can promote your products or services and share information, links, photos, and videos. We will establish your credibility by putting your company name or brand name, business information, your location, contact details, pictures and videos on your profile.

We will regularly update your Google+ Business Page with relevant information such as latest events, specials and promos increasing the chance of driving people to your website. In addition, we post links to pages explaining your products or services so that you can entice your visitors to look them up and consider your offers in their buying decisions.

✓ **Facebook Marketing**

Our initial work will cover creation and optimization of your profile; customization of your Facebook profile banner; sourcing, editing, resizing, and customizing of your banner image. We make sure that the information contained in your profile such as your name, address and contact details are accurate and updated.

We will then create and optimize your Facebook business page so that you can directly interact and get feedback from your current and potential customers. We will regularly update your page with announcements about upcoming events, sales and promos bringing traffic to your website. We will see to it that the information contained in your business page highlights your company and your brand to elicit favorable impressions from your visitors.

✓ **Twitter Marketing**

We begin by creating your Twitter profile with your desired name and accurate information about your location and contact details. In the 'about us' section, we will write branded content to give current and potential customers a proper preview of your company and your products or services. For optimization purposes, we will insert target keywords in the content and make sure it is consistent with how the brand is displayed on other channels.

We will then customize your Twitter background and make it visually appealing but staying consistent with your company and brand image. We will keep your account actively working with regular tweets and real-time updates. We will incorporate links to your website into tweets so you can generate traffic to your website. Lastly, we will continuously acquire followers and make sure that any tweets we publish will appear on a follower's feed.

✓ **LinkedIn Marketing**

We will start building your professional profile incorporating the target keywords in the branded content that we will post on your LinkedIn page with particular attention to the 'about us' section with accurate information regarding your location and contact details. Here, current and prospective customers will have a preview of your company and your products or services. We will regularly monitor and update your profile to ensure that your LinkedIn profile has credibility and an active presence in this professional social network. We will incorporate links into updates to generate traffic to your site. We place back links in comments to increase chances for your website to get hits and conversions. We initiate topics and participate in various discussions that are related to your company's niche particularly on LinkedIn Groups. This is especially beneficial if you want to be established as an industry authority. We will win over as many connections as possible and make sure that your updates and posts appear on their LinkedIn home page.

What Is The Next Step?

Send us an email or give us a call to schedule an appointment.

Email: info@upfrontbydesign.com
Phone: 403.730.2040



ENGAGE OUR SERVICES AND RECEIVE THE FOLLOWING:

- ✓ **Social Media Optimization** strategy and tactics based on thorough research and analysis of market and technology data and trends; plus where things are headed in the future.
- ✓ **In-depth consultation** with you to tailor-fit your campaign with your marketing goals.
- ✓ **Grow your network and get more referrals** and join other business owners who are enjoying the status of being active on Google+, Facebook, Twitter and LinkedIn.
- ✓ **Start getting the word out now about your business** and let the wheels start turning to beat your competition and get more happy and loyal customers. Generate more sales and revenue from the increase in audience reach, engagement and amplification through social media.

Given the facts, the best time to do Social Media Optimization or to bring it to a higher level for your business is right here and right now. Catch up with your competition, or keep them at bay and expand your business to new horizons. We are here to help you make that happen.

