



# UpwardAction®

## Social Media Marketing for Small Business

- UpwardAction® is committed to the sustainable success of small businesses. To support this commitment, we have developed a series of social media marketing programs just for small business owners.
- Social media marketing is not a “get rich quick” scheme. It is most effective when used strategically and incorporated into the fabric of your business. To facilitate our ability help you realize maximum results from your social marketing actions, all programs require a 6 month commitment.

# Online Publicity Program



- **Press Releases:** Write and distribute press releases each month
  - *We develop story angles and write keyword rich press releases for online distribution.*
- **Blog Posts/ Articles:** Write and post on your blog (*or distribute for articles*) multiple keyword rich 350-500 word blog posts or articles per month.
- **LinkedIn Account Management**
  - Monitor LinkedIn Groups and Answers for opportunities to respond.
  - We will notify you of any LinkedIn Answers or Groups response opportunities at the end of each day.
- **Social Bookmarking**
  - Strategically bookmark articles and blog posts to maximize viewership.
- **Optional**
  - Customize and install a Wordpress blog on your website
  - Keyword optimize your LinkedIn personal profile and LinkedIn company profile

# Presentation Development

## *(PowerPoint® and Keynote® Makeovers)*



- Make your **lackluster** presentation **fabulous** in less than three business days!
- We will ...
  - Take your existing content and material in any digital form (*aka- a word document, text document or PowerPoint presentation*) and create a polished Keynote or PowerPoint presentation.
  - Create a graphically attract presentation based on your original content.
  - Incorporate your original content into and attractive template.
  - Include stock images to complement the content in your presentation.
  - Include colors, images and fonts to reinforce your brand.

# Chief Marketing Officer

## *(Interactive Marketing Program Development)*



- Develop and implement a cost-effective and high impact interactive marketing program in 6 months!
- Among other things, we will ***specifically*** ...
  - Clearly define your target market and ideal client.
  - Develop your magnetic brand message.
  - Develop and implement your custom 12 month marketing plan.
  - Perform a website audit with specific suggestions for increasing search engine ranking and converting more clients.
  - Manage any necessary changes to your website (does not include payment for such services).
  - Recommend business partners for strategic alliances and joint ventures.
  - Develop a comprehensive, interactive social media campaign.
  - Help you develop, implement and monitor your corporate branding and social media campaign.

# Social Media Marketing Jumpstart Program



- Develop a custom social media marketing strategic plan to facilitate your business objectives and help you attract, engage and influence your target market.
- Create custom social media sites and optimized social network profiles:
  - Facebook Fan Page
  - Twitter background
  - YouTube Channel
  - LinkedIn personal profile
  - LinkedIn company profile
- Develop a one month social media marketing editorial calendar.
- One 60-minute strategy session with TC Coleman, Esq.
- 30-day customer service support by email.

# Content Development Ghostwriting and Public Relations



- **Content is the substance of effective education-based marketing that influences behavior.** Develop keyword optimized content that gets noticed – by clients, customers, search engines and media.
- **Original Articles & Blog posts**
  - Includes keyword research, writing and editing
- **Press Releases**
  - Includes online distribution
- **Editorial Calendar Development**
  - Includes 60-minute consulting session with TC Coleman, Esq.

# Online Video Marketing

## *Monthly Fee or Single Video Fee*

*(single video option does NOT include distribution or YouTube channel features)*



- Develop, produce, keyword tag and widely distribute two custom 50-second to 3 minute videos each month. Our videos are designed to move the viewer to action and increase search engine placement. This program includes:
  - Three custom videos per month created with the following:
    - Up to 10 digital images provided by you
    - Stock music (select from more than 10 options)
    - Transitions and special effects
    - Stock images provided by UpwardAction
  - Keyword rich titles and descriptions for each video
  - Mass distribution to over 20 high traffic social networks and sites
  - Custom YouTube Channel design
    - Upload and strategically geo-code each video
  - Monthly delivery of video in CD/DVD format

# Education-Based SEO



- **Education-based optimization** facilitates brand development while increasing website traffic. This program includes:
  - Custom Twitter background
  - Custom Facebook fan page
  - Custom YouTube channel
  - Keyword research and strategy
  - 350-500 keyword rich articles written **and distributed** *each month.*
  - Image/text based videos optimized **and distributed** *each month.*
  - Multiple daily updates on Twitter
  - Daily updates on 40 social networks
  - Installation of tracking software to monitor + track website traffic and the most popular areas of website
  - Client will have access to a private UpwardAction® client center to review, edit and approve all information sent on client's behalf

# Twitter Account Management



- **Monthly Strategy Session.** Weekly 15 minute "Take Action" strategy session with a member of our team.
- **Twitter Account management.** Manage Twitter following. This includes (i) following strategically selected leaders in your industry to increase client's visibility and (ii) monthly purging client's list of inactive or undesirable followers.
- **Custom Tweets.** Write and post three to five Tweets per day designed for brand development and to inspire action.
- **Monthly Analytics Reports.** Provide monthly progress reports to enable client to track the effectiveness of Twitter marketing campaign.
- **Private Client Center.** Client will have access to a private client center to review, approve and edit all Tweets sent on client's behalf.

# Facebook Fan Page Management



- **Weekly Strategy Session.** Weekly 15 minute strategy session.
- **Daily Updates.** Custom daily updates for your fan page.
- **Wall Management.** Respond to general inquiries and comments as appropriate (*we will notify you by email of post to which you should directly respond*).
- **Fan Management.** Identify and send 20-30 custom fan requests to targeted prospective clients, business partners, etc. each week.
- **Private Messages.** Send private messages to approximately 20 contacts each week to establish a stronger connection.
- **Original Posts.** Write and post one original article each month (250-300) to client's fan page in the notes section. All articles will contain specific keywords that are relevant to client's industry.
- **Private Client Center.** Client will have access to a private client center to review, approve and edit all updates sent on client's behalf.

# Social Network Management



- **Weekly Strategy Session:** Weekly 15 minute strategy session with a member of our team.
- **Twitter:** Multiple daily updates posted to client's Twitter account
- **40 Social Networks:** Daily Postings to over 40 social networks
- **Custom Social Media Profiles**
  - Facebook Fan Page
  - Twitter Account
  - YouTube Channel
  - Optimized LinkedIn personal profile and business profile
- **Monthly Reports:** Provide monthly progress reports to track the effectiveness of client's social media marketing campaign.
- **Private Client Center:** Client will have access to a private client center to review, approve and edit all Tweets sent on client's behalf.

# Email Marketing

*To facilitate maximum results, this program requires a 12 month commitment.*



## ■ Email Marketing

- Custom electronic newsletter template
- Hosted email marketing account
- 2 electronic newsletters each month
  - *350-500 word search engine optimized article*
  - *Upcoming events/promotions section*
  - *Graphics*
  - *Additional section to be customized for each client*

## ■ Set-up fee includes

- *Installation of email sign-up software on your website*
- *Twelve-month electronic newsletter hosting plan*
- *Custom electronic newsletter designed to complement your website*
- *Private client center for editing and approving content*

# UpwardAction®

Upward Action LLC is a premier Brand Development, Social Media & Online Marketing Agency. We help professional service firms and growth-stage companies (1) develop compelling brand messages that resonate with their target market and ideal clients; (2) strengthen online communications; and (3) develop new channels for business development and client engagement through the use of social media (Twitter, Facebook, LinkedIn, Plaxo, Myspace, YouTube, Foursquare, etc.), online public relations, online community platforms and emerging web technologies.

Tasha (TC) Cooper Coleman, Esq., CEO of UpwardAction® is a business development coach, personal branding consultant, social media strategist and keynote speaker.

- Armed with more than a decade of legal and business experiences that include practice at a top international law firm and a federal banking regulatory agency and serving as in-house counsel and a corporate executive at a premier, luxury brand, publicly held company, TC's unique combination of experiences fuels her ability to help clients build and strengthen a wide array of business generating initiatives and professional development initiatives.
- She has authored numerous articles on rainmaking, personal branding, corporate brand development, business blogging, Internet marketing for professionals and social media marketing strategy.
- TC earned her law degree at Columbia University School of Law (NY), where she was a Harlan Fisk Stone Scholar, and her BA with honors at Hampton University (VA); she is also a CoachU Graduate.

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