



Marketing and PR Services 2012	Silver	Gold	Platinum
<b>Social Media Marketing Services</b>			
<b>Facebook</b>			
Custom Facebook Page	X	X	X
Daily Live Posting/Monitoring/Deals		X	X
Interactive Contests			X
<b>Twitter</b>			
Custom Twitter Background	X	X	X
Automated Twitter Postings	X	X	X
Live Twitter Interaction/Management			X
<b>Blogging</b>			
Blog writing Posts Per week	1	2	3
<b>Email</b>			
Monthly Customer Email Newsletter		X	X
Additional newsletters			X
<b>Internet Marketing Services</b>			
Reputation management (Yelp, Foursquare, Google Places, Directories, etc.)		X	X
Search Engine & Directory Placements		X	X
<b>PR</b>			
Press Release Writing	1 per quarter	1 per month	as needed
Press Release Submission to 5 local media contacts	X	X	X
Press release submission to 10 online services	X	X	X
Submission to PR Web			X
Contest application submission		X	X
<b>Marketing Consulting</b>			
Annual Marketing Plan		X	X
Monthly Marketing Consulting Hours	2	4	8
Weekly Reporting	X	X	X
<b>Rates</b>			
One Time set up fee	\$597	\$597	\$597
Monthly Rate	\$1,500	\$2,250	\$3,000