



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
WEBSITE SOCIAL INTEGRATION AND ANALYTICS	
Social Sharing and Social Interaction Buttons Installed on Website and Blog	Yes
Social Media Analytics Installation - Google Analytics via Website	Yes
MISCELLANEOUS SERVICE ITEMS	
Dedicated IP Services	Yes
REPORTING AND AUDITING	
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
MONTHLY FACEBOOK MARKETING SERVICES			
SOCIAL MEDIA SERVICES BREAKDOWN			

FACEBOOK PROFILE MARKETING			
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
FACEBOOK PAGE MARKETING			
Facebook Page Updates	5	10	20
Backlink Building from Page Updates	Yes	Yes	Yes
Photo Updates	2	4	10
MISC SERVICE ITEMS			
Dedicated IP Services	Yes	Yes	Yes
REPORTING AND AUDITING			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
Social Media Analytics	Yes	Yes	Yes