



## **Truino's Online Marketing**

Social media marketing has seen a huge increase in the past few years. Businesses of all types and all sizes can take advantage of marketing opportunities with sites like Facebook, Twitter, MySpace, LinkedIn and YouTube. These online services make it simple and easy for fans, users, and potential customers to keep up-to-date with your company and its products, services or promotions.

### **Facebook Page Set Up:**

- Add company logo, product/service photos, company information and a welcome button
- First 10 updates
- First 50 fans
- Profile description professionally written to enhance search engine optimization
- Creation of Google Account
- Creating one Facebook Application pertaining to the specific industry
- Online industry marketing report – keywords,

Total: \$399

### **Facebook Monthly Maintenance – month to month marketing strategy:**

- 15 status updates
- Cross linking with online networks
- Monthly promotions
- Increasing fan base
- Fan interaction
- Monthly status reports on the Facebook page
- 1 press release or discussion topic or note

Total: \$499

### **Twitter Set Up:**

- Page creation to include corporate branding
- First 25 followers
- First 15 tweets
- Follow first 100 twitter users
- Professional written profile description to enhance search engine optimization
- Interlink social media networks

Total: \$250

### **Business Directory Submission:**

- Submit company description and website to 5 general local directories
- Submit company to 5 specific directories
- Professional written company profile to enhance search engine optimization
- Google Listings map

Total: \$260



**Creation of Youtube account:**

- Introduction Video – 3 minutes
- Create a powerpoint presentation that is 4 – 6 pages to upload to youtube and authorstream. Cover page, About company, Benefits, Services, Contact – allow 1 set of revisions
- Account creation to include corporate branding
- Professional written profile description to enhance search engine optimization

Total: \$750

**Online Marketing Package:**

- Online industry analysis
  - Keywords, keyword/content analysis, adword campaign creation, visitor demographics and professionally written copywrite for all company profiles

Total: \$350

Call us today at 250 585 3822 to get started or email [info@truino.ca](mailto:info@truino.ca).