

WEBSITE (Digital Marketing Solutions)

ADD-ON PACKAGES

6/2017

Add-on Packages are not required to create a customized high-end website. To get started, please contact the Program Manager with the package(s) you wish to purchase and we will connect you directly with our sponsored vendor, Youtech & Associates. You will not be charged for any add-on package at this time.

Social Media Setup – \$500

(Setup fee waived with 12 month commitment to Social Media Management)

The Social Media Setup package includes the following accounts:

- **Facebook** – Business Page
- **LinkedIn** – Individual & Business Profiles

Social Media Management – \$500/month

The Social Media Management package includes:

- **Posts** – 3-4 well-researched targeted posts/week on each social network
- **Plan** – Mapped-out social media plan for each upcoming month
- **Advertisements** – Social media ad creation (if applicable)
- **Graphics** – Graphics created for every post/ad
- **Engagement** – Personalized message/comment responses & engagement

Monthly SEO for Business – \$750/month

The Monthly SEO for Business package includes:

- **Localization**
- **Keyword Optimization**
- **Monthly Reports**
- **Website Clean Up**

The add-on packages are fulfilled by Youtech & Associates, a well-trusted integrated marketing & development company. The package costs are not charged at this time and will be invoiced directly by Youtech & Associates.



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integrated marketing & development

Social Media Setup - \$500

A \$1,000 VALUE FOR ½ PRICE!

Social media has revolutionized the way the world does business. With an estimated 2.67 billion social media users by the year 2018, social media marketing has become one of the most valuable tools in any marketer's arsenal in a very short time.

The versatility of social network interaction is easily one of its greatest assets. By increasing awareness and adding a touch of personality, customers are more likely to trust you going forward. Explore new markets, learn more about your target demographic through analytics, and build upon your customer loyalty.

Our premiere Social Media setup includes the following accounts:

- Facebook
- LinkedIn

Each account comes with the following:

- Beautifully designed custom cover photos
- Custom profile pictures
- Tailored and sized images to fit all social networks
- Accurate & quality controlled description, bio and information



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Social Media Management - \$500/month

A \$1,000/MONTH VALUE FOR ½ PRICE!

Social Media Management can be a time consuming process, and if not done correctly, your efforts will show little to no results. With our experienced team of social media professionals and designers, we'll make sure you gain the visibility & targeted leads you're looking for.

We focus on these main elements:

- Increased brand awareness
- Insightfulness & personality
- Cultivating *meaningful* relationships
- Messages tailored to your specific demographic (as determined by social network analytics)

Social Media Management Includes:

- One well-researched, targeted post/day on each social media network
- Mapped-out social media plan for each upcoming month
- Social media ad creation (if applicable)
- Graphics created for every post/ad
- Personalized message/comment responses & engagement



YOUTECH & ASSOCIATES
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Monthly SEO for Business - \$750/month

A \$1,000/MONTH VALUE FOR $\frac{3}{4}$ PRICE!

As Google continues to refine and coax their search ranking algorithm into an all-knowing thinktank, Black Hat SEO techniques will continue to fall by the wayside. By filtering out the artificial schemes and focusing only on healthy, natural, and sustainable strategies, we've learned how to leverage the system's growing intelligence into a secured fortress of organic search traffic.

Our Monthly SEO Package includes:

- **Localization** - We optimize your business' location, information, products, and service area across all of its online directory listings – ensuring that these show the accurate information reflected on your website.
- **Keyword Optimization** - Ongoing keyword optimization is necessary to keep uncovering new keyword opportunities and to expand your reach into various keyword verticals. Understandably, keyword optimization isn't a "set it and forget it" process. Rather, by continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will grow.
- **Monthly Reports** - We leverage a bevy of high-quality analytics tools such as Moz, SEMRush, Google Analytics and WooRank to ensure that our work (and your data) is accurate, comprehensive, and transparent. We don't just dump data on you, however. A dedicated account manager will educate you on what the data says and, more importantly, what the data *means*.
- **Website Clean Up** - As website links, images, text, and pages on your site grow and change over time, broken links and other errors can develop. We optimize your site's load speed while ensuring everything else is operating at full capacity. With a user-friendly, quick-to-load site, you'll gain a boost in the rankings.