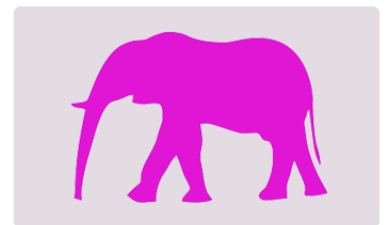




BuzzFactory

Managed Social Media & Online Presence Solutions



buzzfact^{ry}TM
Digital Marketing & Media

Social Media Starter Plan

Start Creating An Online Buzz

The Objective

When you are looking to bring some visibility to your website, products or business, the ability to constantly build strategically written and useful content become instrumental in building more links and gathering a constant audience around your website. Content is the Mojo of the social web and there is no better place to start creating a buzz than with a blog / online magazine or publishing site content. With an active blog, all other social media channels including LinkedIn, Facebook, Twitter, Google + and more can fall into place since there's fuel for sparking conversations, discussion & interest around what you're looking to promote. Publishing original and highly engaging articles, blog posts and press releases that are well crafted, share-worthy and distributed online are ideal to start creating that buzz, starting a social engagement & being found through search engines.

What do you get?

- A minimum of 12 engaging, compelling & strategic blog posts / articles / original content pieces published each month or 3 posts going out every week to connect with your online audiences and form the reach-out hooks to your inbound marketing process to bring in the people.
- Each post published will be promoted, bookmarked and distributed across relevant sites, communities and social sites by an SEO Link

Building analyst to drive both inward links as well as referral traffic optimizing the traction you get from each content piece published.

- Content published on your blog / website will be shared across your Social Networking accounts including Facebook, Twitter, LinkedIn, Google + keeping them updated and active.
- The campaign and website will be analyzed monthly for traffic, traffic sources, how the content is performing, what are people saying and adjusted to improve results for the next month.

*Actual strategy, social sites selected, communities to build presence on and other details are likely to change based on your specific online engagement objectives and will be covered in more detail within a proposal when requested.

Resourcing & Service Hours Structure

- Pro Blogger / Content Marketing Analyst @ 32 Service Hours A Month
- SEO Link Building & Inbound Traffic Analyst @ 12 Service Hours A Month
- Shared Tech / graphics related campaign support
- + Strategy & Campaign Manager Overlooking Daily Activity

(Minimum of 44 service hours a month)

Pricing

Monthly invoicing fee US \$ 600 or INR 30,000/-

(Payable monthly)

Social Media Pro Plan

Invest In A Long Term Social Media Engagement & Web Presence

The Objective

The Social Media Pro Plan is an all out effort to create a big ecosystem of content and conversations around your website, products or business + create a buzz for your website focusing on the right social media channels. It's the ideal for those who want to pull the stops and make an impact using the power of word of mouth and social media to build an ongoing conversation with their online customers / audiences and really build a human presence for their brands and business allowing people to interact and connect.

What you get?

- A minimum of 12 engaging, compelling & strategic blog posts / articles / original content pieces published each month or 5 posts going out every week to connect with your online audiences and form the reach-out hooks to your inbound marketing process to bring in the people.
- Each post published will be promoted, bookmarked and distributed across relevant sites, communities and social sites by an SEO Link Building analyst to drive both inward links as well as referral traffic optimizing the traction you get from each content piece published.

- Content published on your blog / website will be shared across your Social Networking accounts including Facebook, Twitter, LinkedIn, Google + keeping them updated and active.
- Dedicated activity towards building and engaging audiences & creating a buzz on select social networks like Facebook, Twitter, LinkedIn and others based on a well defined social media plan which will be drawn up in a proposal on request.
- Managing a web PR strategy triggering conversations, replying and building relationships with web audiences across social sites & communities commenting on peer blogs and actively building a social web presence for the business / brand.
- Implementation of an inbound lead generation strategy or general awareness campaign based on your end objectives.
- The campaign and website will be analyzed monthly for traffic, traffic sources, how the content is performing, what are people saying and adjusted to improve results for the next month. A summary report of conversations, what people have been saying, traffic and search rankings will be created monthly to analyze progress.

*Since every organization or brand requires a very different approach, the deliverables are likely to change and will be defined more specifically in the proposal on request where your requirements will be analyzed and a customized strategy will be drawn up.

Resourcing & Service Hours Structure

- Dedicated Social Media Analyst / Project Lead @ 120 Service Hours A Month
- Pro Blogger / Content Marketing Analyst @ 32 Service Hours A Month
- SEO Link Building & Inbound Traffic Analyst @ 20 Service Hours A Month
- Shared Tech / graphics related campaign support
- + Strategy & Campaign Manager Overlooking Daily Activity

(Minimum of 172 service hours a month)

Pricing

Monthly invoicing fee US \$ 1300* or INR 65,000/-*

(2 months invoicing in advance for setup & resourcing followed by monthly invoicing from the 3rd monthly cycle onwards. A minimum commitment of 6 months is required for the Social Media Pro Plan)

* Can be discounted for 6 months or 12 months advance payments optionally

Captive Online Marketing Team

Build & Lead Your Own Online Marketing Army With Us

The Objective

Are you a large enterprise? Have a larger custom online marketing vision that needs a dedicated team guided by experienced experts at the helm?

BuzzFactory will work with you on developing a comprehensive integrated online marketing plan and then work towards building and managing your very own captive digital marketing brigade working towards your web presence objectives.

What you get?

- A dedicated team of the best talents available matched your specific online objectives and BuzzFactory's stringent hiring qualifications so rest assured, you have a top notch set of pros on the job!
- BuzzFactory's top minds involved very closely with the daily operations, strategy & inputs making sure you leverage all the experience we have to offer.
- Complete flexibility just as you would with an in-house team. Quick turnaround times, complete focus on all your initiatives and ability to experiment with different techniques, innovative campaign ideas and build new avenues to connect better with more customers online.

Resourcing & Service Hours Structure

The actual resourcing requirements will be worked out according to the comprehensive online marketing plan & proposal put together in the initial stages of discussion. The pricing will be calculated on the basis of dedicated full time resources that will need to be engaged as well as additional part time service hours required depending on the overall plan.

A full time dedicated resource will put in a minimum of 140 – 160 hours a month

Teams can be structured selecting from a range of talent options including:

- Social Media Analyst
- SEO / Link Building / Inbound Traffic Expert
- Pro Blogger / Content Writer / Editor
- Graphic Designer / Layout Editor
- Affiliate Marketing Analyst
- Marketing Communications / Email Marketing Analyst
- Project Manager / Project lead
- Application Developer / Technology Analyst
- PR & Online Reputation Manager

Online Reputation & Brand Management

The Objective

If you're going to use social media and online communication channels to reach out and engage your market on the web, you are going to have to monitor the web for conversations. What are people saying about your business or brand? Where are these conversations happening? Are they positive or negative? Are they being addressed by you? Are negative perceptions changed or managed?

Having a listening process in place ensures that you have a constant pulse on the web and know what they are saying about you. Reputations and brands are made or ripped apart into shreds by the voices of those online based on your interactions on the web and it's important to "be everywhere your audience is" so that you can reply to relevant comments, discussions and communities.

A Perspective



What Can We Do?

BuzzFactory can help you monitor the web, identify relevant conversations and re-enforce your reputation by encouraging positive shares, comments, reviews and conversations while intimating you and then tackling negative ones.

We will:

- Manually administer and moderate your social media assets on a daily basis including blogs, Facebook pages, LinkedIn groups, communities, discussion forums, Twitter accounts and other directly owned social accounts
- Monitor Google search results manually once a week and set up daily alerts for important search keywords as well as results related to the brand. This includes tracking positions of these results across the first few result pages as well as those of competitors. As a result, we see what the customers see and be proactive about it.
- Listen to Social Media chatter daily using Google alerts, Social Mention and Who's Talking among other software tools for relevant results identifying positive and negative posts before acting on them
- Alert you of any urgent finds or situations that need to be tackled right away. We will also compile all results (positive & negative) into a concise report to provide you a perspective of the discussions around your brand online at the end of each month
- The reporting can include trends, comments, research around competitors, reviews and any other parameters that could be valuable insights to you
- The response process will be finalized with you according to the sentiments of comments, conversations, reviews or content on sites with the option of having escalated or highly critical conversations handled internally by you

- A reputation re-enforcement plan can also be developed to build more positive sentiments, reviews, comments etc by reaching out to communities and jumping in where required
- Deliver a comprehensive record of all interactions and activity done over the month

Explore Our Solutions In More Detail At

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