

Social Media Management & Marketing Program

More and more, companies are realizing how important a strong social media presence is to their overall marketing efforts. In particular, Facebook offers brands a unique ability to forge strong relationships with customers and engage with them in new and exciting ways. Several companies within public safety have realized that benefit, building communities of customers and using their Facebook presence to promote new products, sponsorships and PR efforts. Others, however, haven't yet had the opportunity to meaningfully take advantage of social media marketing.

FireRescue1's Social Media Management & Marketing program will help structure and fully manage your company's Facebook campaign, working closely with you to map out a strategy that fits your objectives, customizing your Facebook presence and then operating your Fan page on an ongoing basis. This includes locating relevant content to post, interacting with your fans on your behalf, marketing your social presence on our site and in our eNewsletter, and conducting regular Facebook promotions on your page.

Program Details

We will fully manage your company or brand Facebook fan page, providing:

- 4 weekly (min.) page updates with:
 - Links to relevant content on the Web
 - Company news and announcements
 - Regular promotions and giveaways
- Basic customization of your Facebook page, including left column blocks and content tabs (eg. Video, Photos)
- Featured Facebook page placement across our site, including newsletters, product sections and other relevant areas
- 20,000 monthly ROS Banner impressions (160x100) promoting your Facebook page
- 1 formal Facebook marketing promotion per quarter (requires minimum \$200 in equivalent value from company as incentive)
- Management of one Facebook cost-per-click (CPC) campaign at \$100 per month included (additional CPC spend optional at extra charge)
- Guidance for your team's participation
- Monthly reports with page activity stats and analytics

Investment

\$13,000 Annual (1-year commitment required)

Optional Extras - Additional Cost

- Management of program on Twitter at **\$2,500 per year**
- Development of custom Facebook page tabs (eg. Lead-generation forms) at **\$60 per hour**
- Management of additional Facebook cost-per-click ad programs at **10% of spend**



Your Facebook Fan Page