

"Asking who should be doing social media is like asking who should have a phone on their desk. Assume everyone is on social media."

-Warren Whitlock, co-author of "Twitter Revolution"

63% of  
Americans use  
online search  
engines  
everyday  
-EzineArticles.com



64% of  
Americans use  
online  
searches as their  
primary way of  
finding local  
businesses.  
-EzineArticles.com

When people search for your business, what will they find?

**More and more, social media profiles are topping search rankings for businesses.**

### Plan Options:

After an initial consultation and strategy session with your dedicated social media associate, one of the following plans will be suggested to match your business's social media needs. After you select a plan, your dedicated social media associate will begin bringing the plan to life for your business.

#### The 'Mover and Shaker' Plan : \$450-\$500 a month

- Creation of a Facebook account for your business OR renovation of your existing business page
- Ongoing Facebook page management, with no less than 5 posts per week
- Digital photo posts to your Facebook page on at least a weekly basis.
- Custom graphic design, if required, is available for an additional fee.

#### The 'Busy Bee' Plan : \$200-\$250 a month

- Creation of a Facebook account for your business OR renovation of your existing business page
- Ongoing Facebook page management, with 3-5 posts per week
- Digital photo posts to your Facebook page on a biweekly basis
- Custom graphic design, if required, is available for an additional fee.

#### The 'Go-Getter' Plan : \$100-\$150 a month

- Creation of a Facebook account for your business OR renovation of your existing business page
- Ongoing Facebook page management, with between 1-3 posts per week
- Custom graphic design, if required, is available for an additional fee

Without a strong social media presence, your business is missing out on a valuable opportunity to interact with potential customers and to engage loyal fans. Facebook is an ideal way to do this. With 20+ years of experience, One Alliance Communications, a local marketing and brand management firm, understands what it takes to promote the image of a Lexington business through social media. Specializing in developing and implementing social media strategy, One Alliance offers step-by-step assistance to establish a powerful social media presence for your business.



ALWAYS THINKING