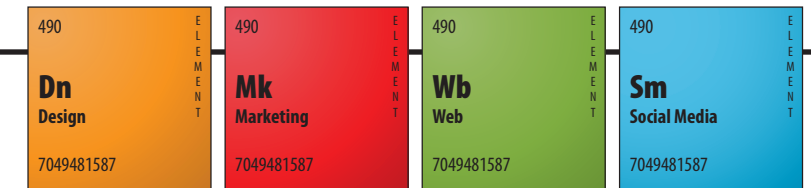


SOCIAL MEDIA ARCHITECTURE

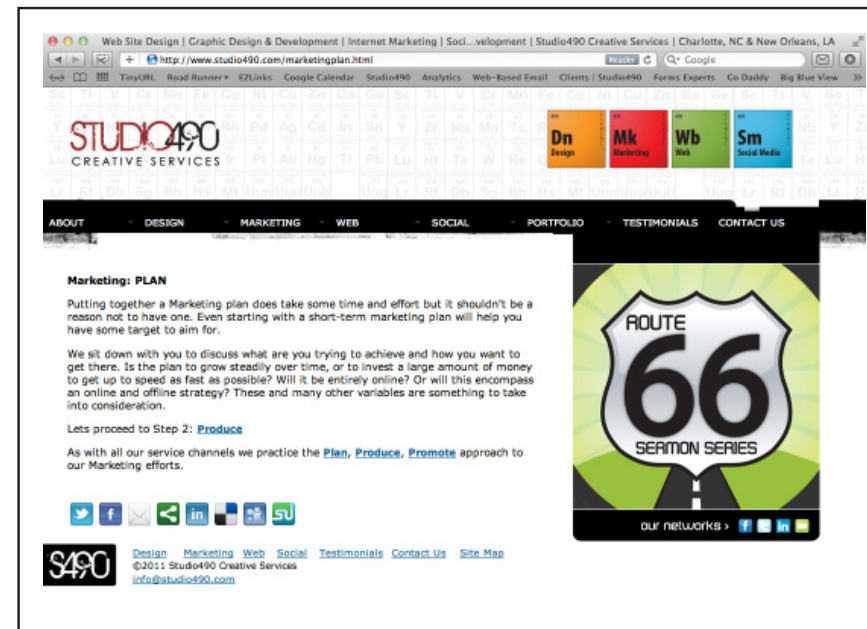
DO YOU HAVE THE RIGHT STRUCTURE IN PLACE?



PROCESS

TOOLS

PERFORMANCE



EXAMINE

- Look at statistics to monitor traction
- Have you done everything listed in step 1 & 2?
- Look at your products and services from a clients view
- Compare your approach to your competition



THE ANATOMY OF A SOCIAL UPDATE

- Each network has a limit of characters (T - 140, FB / LI - 250)
- Use “#” hashtag to emphasize a term / topic that will get searched for
- Put a link to your website / landing page that pertains to your update
- Have an profile picture that pertains to your company
- Fully fill out the account profile
- Advertise your networks on all touch points. (Online & Offline)
- Type of updates - (Soft Sell, Educational, Beneficial)
- Outline 12 month Social Schedule
- Update website with pages as needed to support updates
- Be actively involved with us in the growth of your social network

YOUR WEBSITE HUB

- Have content ready to point to from your social updates
- Generate Landing pages for new topics
- Generate Blog entries for new topics
- Advertise your social networks on your website / blog
- Put a social feed (1 only) on your home page
- Track your visitors and mark the effectiveness of social updates

ADJUST

- Define your top 10 products and services
- Write a paragraph for each to put on your web site or blog
- Revisit your goals of social networking (sales or awareness)

ENGAGE

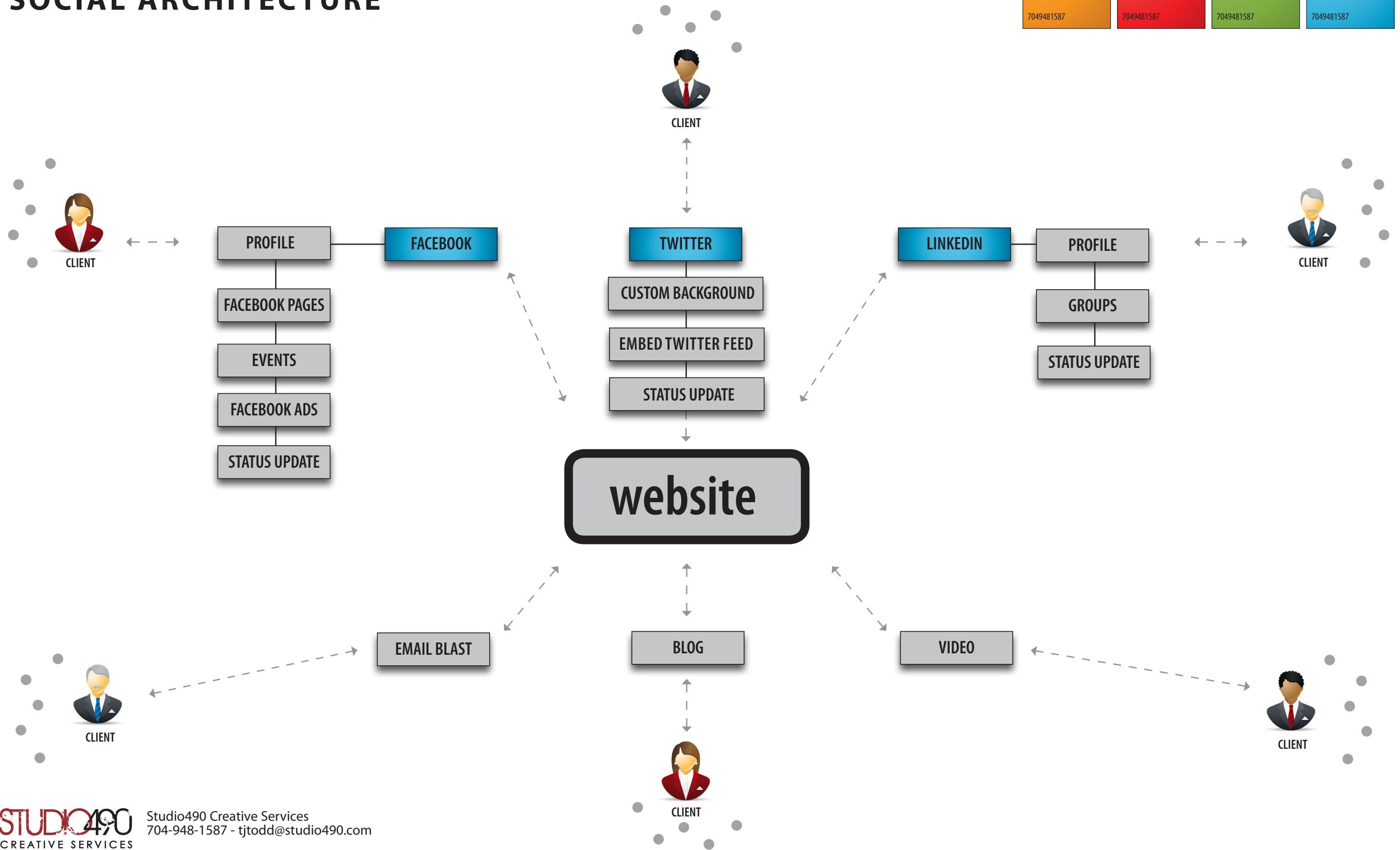
- Implement adjustments based off of tracking and performance
- Get active with your social network involvement
- Promote your social network involvement

← REPEAT PROCESS

REALIZE THIS IS A LONG, EVER GROWING PROCESS THAT WILL REQUIRE INVESTMENT, EFFORT AND PATIENCE

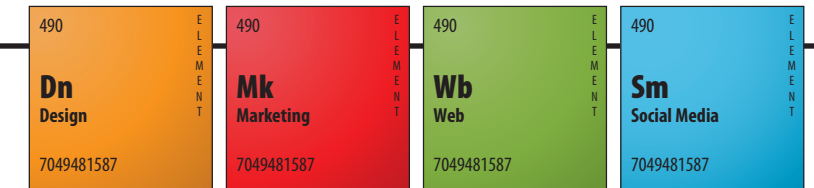
SOCIAL ARCHITECTURE

490 Dn Design 7049481587	490 Mk Marketing 7049481587	490 Wb Web 7049481587	490 Sm Social Media 7049481587
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SOCIAL MEDIA DEVELOPMENT

STEP 1: WE SET YOU UP WITH THE RIGHT TOOLS



BLOG

Studio490 will setup your blog and integrate it with your website and brand it with your company's look.

TWITTER

Studio490 will setup your Twitter account and create a custom branded background.

FACEBOOK

Studio490 will setup your Facebook account with a FULL profile that links back to your website and other social media accounts.

Studio490 will also setup a Facebook page for products or services you want to promote.

LINKEDIN

Studio490 will setup your LinkedIn account with a FULL profile that links back to your website and other social media accounts.

TRACKING

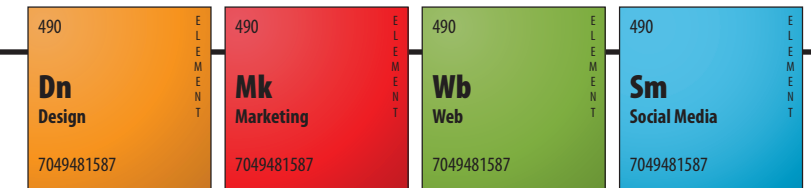
Studio490 will install tracking software that will allow you to see the performance of your social networking efforts.



Studio490 Creative Services
704-948-1587 - tjtodd@studio490.com

SOCIAL MEDIA MAINTENANCE

STEP 2: WE HELP YOU MAINTAIN YOUR PRESENCE



YOUR WEBSITE

Studio490 will integrate your Social Media Networks into your website so visitors can connect with you.

BLOG

Studio490 will consult with you on how to get more out of your blog and what is blog worthy.

TWITTER

Studio490 will provide 2 Twitter Updates per week that would promote the article and provide a link to your blog or website.

FACEBOOK

Studio490 will provide 2 Facebook Updates per week that would promote the article and provide a link to your blog or website.

Studio490 will also setup a Facebook page for products or services you want to promote.

LINKEDIN

Studio490 will provide 2 LinkedIn Updates per week that would promote the article and provide a link to your blog or website.

RSS / WIDGET

Studio490 will install a RSS feed that will present your most recent twitter entries on your website so that you always have fresh content.

TRACKING

Studio490 will train you how to measure your statistics, use keywords to develop future articles and email statistic updates to you weekly.



Studio490 Creative Services
704-948-1587 - tj todd@studio490.com