

## SUMMARY OF SERVICES

Cindy Bagaus Marketing Services has teamed up with **Frontier Web Development** to offer content development, online marketing tools and improved strategy to clients.

- + *Web Site Consulting*
- + *Professional Content Writing*
- + *Optimizing & Distributing News*
- + *Search Engine Optimization*
- + *Social Media*
- + *Forums*
- + *Blogs*
- + *Podcasting*
- + *Video Blogging*
- + *RSS Feeds*

Having a well built web site is only the beginning for many companies. Most small and medium sized companies have the best intentions of keeping their web site up-to-date and distributing their news on a regular basis, but critical business needs often take precedence.

Smart and nimble companies know the key to more traffic, action and business on their site is using words to their fullest advantage: ***Words that mean business.***

### **Why Are Words So Important On The Web?**

Words, headlines and phrases do much more than inform visitors and increase brand awareness. They serve as terrific fodder for viral marketing, driving many more customers to your site.

Fresh copy added on a monthly basis, with linked keyword-rich-phrases, is essential for bringing customers to your site and engaging them once they have arrived. By posting news and fresh copy to your site – and pushing news releases to the online newswires – the “crawlers” will find your keywords and link back to your site.

### **The Strategies Implemented On Your Behalf**

- 1 Develop Web Site Content That Leads To Business:** In today’s market, you and/or your company get “Googled” by nearly anyone who is considering doing business with you. The content that you want them to see needs to be found easily and it needs to be up-to-date. If your web site does not accurately represent you and what is going on within your business or your industry, all marketing efforts done to get visitors to your web site will likely fall short.
- 2 Share Your Up-To-Date Content With Other Interested Parties:**
  - **Use RSS Feeds:** (Really Simple Syndication) is now a standard information delivery format for your customers and is preferred by journalists. One of the easiest ways to get content into the market is via a news room on your site with RSS feeds.
  - **Use a Company Newsletter:** Getting your news in front of existing customers and potential leads through an e-newsletter can quickly lead to more business.
  - **Participate in Blogs/Forums:** Your own company blog can be a great tool to drive traffic and create business opportunities, but participating in other blogs within your industry can be equally beneficial.
  - **Participate on Social Networking Sites:** Twitter, Facebook, LinkedIn, YouTube, and many other social networking sites are here to stay. Many of our strategies include the use of these tools on your behalf. We can even train key individuals in your company on how to use these services for the most benefit.
- 3 Review Your Analytics & Adjust Your Strategy:** Marketing strategies that we help you implement can be quantified in one way or another. These web analytics need to be proactively reviewed on a regular basis and your strategies can be adjusted based on that information.

### **About Cindy Bagaus Marketing Services**

Cindy Bagaus has 20 years of marketing communications experience helping a variety of industries “get the word out” to customers, businesses and the media. Her persuasive writing skills and knowledge of the latest marketing and web trends helps boost web site traffic, brand awareness, and the bottom line for her clients.

She helps companies “get found” on the web and also pushes their messages through viral marketing strategies. Clients count on her ongoing suggestions for leading-edge methods appropriate to their business and goals.

### **How Cindy Works With Her Clients**

Cindy asks for an initial investment of \$750 for the time required to review current web site content, meet, plan, and develop a customized media/content strategy going forward. It also includes two hours of time for writing and posting updated news content.

### **Every Client, Every Month Gets The Following Services:**

- Proactive conference call(s) from Cindy to your organization each month to discuss newsworthy announcements and events related to your goals. This includes proactive contacts with others who may be needed to fill in details.
- Writing your news items in a short announcement format or a formal news release.
- Gaining your approval via email prior to posting or distributing the content.
- Delivery of your custom strategy through one or more of the following tactics:
  - Posting news items on your site through your content management system.
  - Pushing your news items to the free online newswires and local print media with links to your site’s landing pages. Follow-up media relations with editorial contacts.
  - Providing writing and support for: search engine optimization, social networking, forums, blogs (text and video), podcasting and more.

### **Choose An Investment Amount That You Are Comfortable With:**

- **Bronze Package** at \$200 per month includes roughly 2 hours of time for writing news updates, posting them on your web site, and sending to the newswires and local media.
- **Silver Package** at \$350 per month includes 4 hours of time to deliver your media/content strategy. Beyond posting and pushing news content, work is done strategically on your behalf to reach viral and marketing goals that make sense for your company. Depending on your needs, this includes media relations, social networking, blog entries and more.
- **Gold Package** at \$500 per month includes 6 hours of time to deliver your media/content strategy. Similar to the Silver Package, our best price is offered to those companies who are most interested in seeing results as soon as possible.

### **Package Terms**

- All packages billed on a monthly retainer basis. Hours can be carried over for up to one month if they are not used in a previous month.
- Minimum 6-month contract.
- Pre-approved additional time for major announcements or other copywriting services will be billed at a rate of \$90 per hour.

## Let’s Get The Word Out Together!