



Social Media Made Simple

Scope of Services

You will be trained in creating a complete profile in each platform, how to upload posts and integrate all of the platforms for maximum SEO (Search Engine Optimization) value. Along the way I often offer ideas on marketing opportunities as I learn more about your business.

LinkedIn – First Meeting

- Complete professional profile(s) created by client with comprehensive instructions from SMMS
 - Contact settings
- Create a Company Page
- How to increase quality connections
 - Get and give recommendations
- How to Join Groups
- How to Interact in Groups
- How to Create Groups
- How to Create Quality Posts

Facebook – Second Meeting

- Complete professional profile(s) created by client with comprehensive instructions from SMMS
- How to Build quality friend base
- How to create a Business Page (s)
 - Create Events
 - Use Notes
 - Upload photos to create albums
- How to Create Quality Posts

Twitter – Third Meeting

- Psychology of Twitter – how to build a significant number of quality followers
- What makes a good twitter handle
- Using Twitter for research
- Using Twitter to push out information
- Using Twitter to be found

Pinterest

- How to use it for fun and profit
- Promote your art

Google Profile - Google +

- Profile
- Business Page

Aggregators – Fourth Meeting

- Set up aggregator to simplify posting

Basic Schedule- Designed to accomplish what needs to be done in 15 minutes a day.

Additional services available on an A la carte hourly basis at a rate of \$250 for each two hour training.

YouTube

- Create a YouTube Channel
- Customize
- Embed YouTube in websites, newsletters etc.

Google Alerts

- Set up systems to collect information about your business and industry
- Create alerts on keywords specific to your business

Tools

- Learn the tools that will make conducting business on Web 2.0 simpler
- Utilize tools to store information in the cloud

Blog

- Set up Blog on Blogger©
- System for distribution of blog
- How to publicize blog
- How to research topics

Services by Proposal

Building your Website

Email Marketing

- Newsletters
- Special Offers
- Building you mailing list

Much more...Ask... I can probably help.

Compensation: Fee for services: SMMS Footprint \$550.00 plus GRT for 6 hours of training provided in four 1.5 hour sessions, in person or over the phone and using screen share. If training two people at the same time the fee is increased by \$150, the four sessions will be 2 hours each. Adjustments can be made to the schedule to fit circumstances. *The client is paying for my expertise as well as a portion of my time.*

Thank you for your interest.



Barbara C. Lemaire