

“About Face” Package

With the “About Face” package, we will custom-build a Facebook page just for you—one that you keep even if you decide to stop using our service in the future. In addition, we will provide marketing support to drive traffic to your Facebook page, as well as launch a community marketing initiative inviting citizens in your community to visit your page and “like” you. The package includes:

- **Dedicated Account Supervisor** — Your personal representative who will design, create, maintain and oversee your Facebook page. Your account supervisor will work closely with you to design a Facebook page and create content that appeals directly to the citizens in your community, linking you more closely with them.
- **Custom Facebook Page** — Your business is unlike any other, so your Facebook page should reflect its values, beliefs and principles. We will capture the core “spirit” of your business as we create and maintain your Facebook page.
- **Custom Facebook Business Card** — We will design and print 1,000 copies (per facility) of a customized business card with your company logo, tagline, facility photo, etc. on it, along with a message inviting customers to “like” you in order to receive discounts, vehicle tips and other goodies from your page, an easy way for your technicians/cashiers to announce your presence on Facebook. (More copies are available for an additional fee.)
- **Spam Monitoring and Removal** — We will monitor your site diligently and remove any posts that are deemed to be spam. Plus, we will notify you immediately if there are any posts deemed to be unflattering to your business, so you can decide whether to respond directly or have the post removed.
- **Performance Reporting** — Every month, we will send an email notifying you of your page’s traffic, posts, impressions and other pertinent information.
- **“A la carté” Options** — We offer extras ranging from maps to a custom Welcome/Landing page to Facebook ads. See below for pricing.

Rates and Options

Individual-facility rate (per facility): <i>[up to five facilities]</i>	Setup fee: \$500 Monthly maintenance fee: \$149 Introductory Special*: \$99
Corporate single-identity rate:	Setup fee: \$750 Monthly maintenance fee: \$199 Introductory Special*: \$125
Corporate multi-store rate (per facility): <i>[six or more facilities]</i>	Setup fee: \$399 Monthly maintenance fee: \$79 Introductory Special*: \$59

*Introductory special good for a limited time only. Monthly rates good through December 2011.

A La Carté Options:

Map to Location: <i>[per Facebook page]</i>	Setup fee: \$59 Monthly maintenance fee: \$9
Custom Welcome/Landing Page: <i>[per Facebook page]</i>	Setup fee: \$99 Monthly maintenance fee: \$9
Facebook Ads: <i>[per ad; price does not include ad purchase]</i>	Setup fee: \$15
1000 Additional Social Media Cards: <i>[price includes postage]</i>	\$50

- Our individual-facility rate is for a Social Media presence designed for individual facilities, up to five facilities (corporate multi-store rate applies to six or more)
- Our corporate single-identity rate is designed to represent an entire fast lube company, not individual stores; Social Media outlets will be designed accordingly
- Our corporate multi-store rate is designed for companies with six or more facilities that want to have a dedicated Social Media presence for each facility

Let us get your Social Media presence started today! Call **800.796.2577** or email us: socialmedia@noln.net