

“F-T” Package

With the “F-T” package, we will custom-build a Facebook page and Twitter account just for you—venues 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 both media, as well as launch a community marketing initiative inviting citizens in your community to visit your page and “like” you and “follow” your tweets on Twitter. The package includes:

- **Dedicated Account Supervisor** — Your personal representative who will design, create, maintain and oversee your Facebook page and Twitter account. Your account supervisor will work closely with you to design pages 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. Plus, we contribute a minimum of four new posts every week.
- **Custom Twitter Account Creation/Supervision** — Your very own Twitter account, with a minimum of four “tweets” every week. Plus, custom Twitter graphics/logos.
- **Custom Facebook/Twitter 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 on Facebook or “follow” your tweets on Twitter in order to receive discounts, vehicle tips and other goodies. It’s an easy way for your technicians/cashiers to announce your presence on Facebook and Twitter. (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 account’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: \$750 Monthly maintenance fee: \$349
Corporate single-identity rate:	Setup fee: \$1,049 Monthly maintenance fee: \$449
Corporate multi-store rate (per facility): <i>[six or more facilities]</i>	Setup fee: \$649 Monthly maintenance fee: \$199

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