

## “Social Butterfly” Package

The “Social Butterfly” package is a full-court press into the realm of Social Media. Facebook page. Twitter account. Foursquare account. Wordpress blog. It is a complete Social Media launch that includes:

- **Dedicated Account Supervisor** — Your personal representative who will design, create, maintain and oversee your Social Media accounts. Your account supervisor will work closely with you to design your media 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.
- **Foursquare Account Creation/Maintenance** — Attract people to your business with Foursquare, a leading Social Media tool that lets businesses obtain, engage and retain customers via “check-ins”, recommendations, comments about service, etc. We do all the setup and maintenance of this promotional avenue.
- **Wordpress Blog Creation/Contribution** — We will custom-build a blog on the Wordpress platform, allowing you to sound off on topics near and dear to your heart. We will also contribute one original article each month. A great way to tell funny stories, push a charity event and more.
- **Custom Social Media 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 follow you on Social Media in order to receive discounts, vehicle tips and other goodies. It’s an easy way for your technicians/cashiers to announce your Social Media presence. (More copies are available for an additional fee.)
- **Spam Monitoring and Removal** — We will monitor your Social Media venues diligently and remove any content that is deemed to be spam. Plus, we will notify you immediately if there are any posts or comments deemed to be unflattering to your business, so you can decide whether to respond directly or have the comment removed.
- **Performance Reporting** — Every month, we will send an email notifying you of your page’s traffic, posts, impressions and other pertinent information.
- **“Brand Buzz” Monitoring** — At least once per month we will search the Internet for news, comments or other information about your business. We report on what we find, allowing you to stay apprised of how your business is faring in cyberspace.
- **“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: \$1,500 Monthly maintenance fee: <del>\$699</del> <b>Introductory Special*: \$599</b>
Corporate single-identity rate:	Setup fee: \$1,875 Monthly maintenance fee: <del>\$875</del> <b>Introductory Special*: \$749</b>
Corporate multi-store rate (per facility): <i>[six or more facilities]</i>	Setup fee: \$1,199 Monthly maintenance fee: <del>\$399</del> <b>Introductory Special*: \$299</b>

\*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
Additional Blog Articles (each):	\$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](mailto:socialmedia@noln.net)