



Connecting People
With Brands

DIGITAL MARKETING SERVICES

1. SEM - Search Engine Marketing - Campaign set up and delivery to all major search engines including Google, Yahoo, and Bing:

- Custom Reporting features/dashboard
- Call Tracking
- Google Analytics Integration
- Tiered Management Fee – Minimum \$100 a Month (no increase on Click cost)
- \$199 Set-up fee to create ads, keywords, and landing pages
- 6 Month Minimum Contract - **\$250 Cancellation Fee** applies

2. SEO - Search Engine Optimization - Local, DMA, and Statewide Optimization Campaigns including:

- Custom Reporting features/dashboard
- Google Webmaster Tools Integration
- Google Analytics Integration
- Bing Webmaster Tools
- Competitor Monitoring
- Reputation Management
- Content Development
- 1 Blog Per Week
- Local Directory Submissions
- Weekly Top keyword performance reports

3. Social Media Management - Creation and Management of Facebook, Twitter, Google Plus, YouTube, Instagram, Tumblr, LinkedIn, FourSquare, etc

- Custom Reporting Features/Dashboard
- Facebook Ad Credits
- Adding of Social Pages into Google Analytics
- Weekly Performance Reports on Shares/Likes/New Likes/Impressions/Actions
- Monthly Posts on each Social Page with Appropriate Fan/Follower replies

Custom Posting Packages

- 12 Posts Monthly on Facebook, Twitter & Google Plus
 - Each Additional Social Page **\$10 Per Month**
- 24 Posts Monthly on Facebook, Twitter & Google Plus
 - Each Additional Social Page **\$15 Per Month**

Custom Social Package – Varies per each Client’s Individual Needs

- **YouTube Video** Channel Creation – Add on solution to Social Media Packages
- Includes Channel Art, Logo Creation/Addition, Subscriber base promotions/growth, and unlimited videos added to Channel with full SEO (Client made & owned Videos only)

YouTube Video Creation Packages – Custom Videos created by SC Media, Inc relevant to Client’s Industry & Company

- **1 Custom Video** per week with Full SEO (client owns 100% of every Video produced)
- **3 Custom Videos** per week with Full SEO
- **Custom Needs** – Varies per each individual Client’s needs

4. Local Directory Submissions/Reputation Management - Creation and Management of listings on over 350 local search engines/directories including Reputation Management

- Custom Reporting Features/Dashboard
- Includes creating & updating listings on all major directories including Google, Yahoo, Bing, AOL, MSN, City Search, Insider, YP, Superpages, Yellowbook, Yelp, and more
- Includes Google Map listing management (1 location included)
- Custom posts, business updates, review management, radar technology on competitors
- **\$199 Set-Up Fee** for Local Directory Submissions
- **\$199 Set-Up Fee** for Reputation Management Dashboard
- Included with SEO Package

5. Display Network Advertising - ComScore Top 250 Sites:

- Custom Reporting Dashboard
- Contextual Targeting
- Retargeting
- Behavioral Targeting
- Call Tracking
- Google Analytics Integration
- Google Analytics Integration
- Daily reporting on Spend, Leads, Cost Per Click, Average Placement
- Tiered Management Fees - Minimum **\$100 Monthly** Management Fee (no increase on Click cost)
- 6 Month Minimum Contract -**\$250 Cancellation Fee** applies

6. Custom Website Development - Full Custom Website designed per Clients’ Expectations and Requirements (Website will be fully responsive to work on all devices)

- All Custom Websites require in-depth Audit to establish cost
- 1 Year Hosting included
- Professional Copy writing
- Website Admin Back end – WordPress

- Domain Name Setup
- Unlimited Email Accounts with SPAM Protect
- Cross Browser Compatibility
- Initial on-site SEO
- Keyword indexing
- Google Analytics
- Google Webmaster Tools
- Bing Webmaster Tools
- Sitemap Creation
- Schema Markup
- Structured Data
- Submissions to Google & Bing Networks
- Client owns 100% of all content and domain
- 2 Hours of Monthly Maintenance included
 - (3) Home Page Designs included
 - (2) Home Page Revisions included
 - (2) Interior page Designs included
 - (1) Interior Page Revision included

6. SiteReactor Websites - Low Cost Website Development for Small Businesses

- Custom Made Website
- Professional Copy writing
- Website Admin Back-end
- Website Hosting
- Domain Name Setup
- Email Hosting with SPAM Protect
- 2 Hours Maintenance
- Fully Responsive
- Cross Browser Compatibility
- Initial Basic Onsite SEO
- Search Engine Submission (Google, Yahoo and Bing)
- Keyword indexing
- Preliminary SEO Analysis
- SC Media owns all Content and Domain until contract is fulfilled or cancellation fee is paid
- Packages start at \$250 Start-Up and \$99 a month
- All Websites include Home Page, Contact us Page, Products Page, Photo Gallery Page, About Us Page)

Packages – 3 Custom packages based upon the needs of each individual business owner

- 1. Self Employed Package**
 - a. **\$250** Initial Set Up
 - b. **\$99** a Month
 - c. Includes 10 Pages

- d. Full Responsive
- e. About Us Template
- f. Portfolio Template
- g. Services Template
- h. Blog Template
- i. Contact Us Template
- j. Custom Reporting features/dashboard
- k. Google Analytics
- l. Google Webmaster Tools
- m. Bing Webmaster Tools
- n. Sitemap
- o. Initial SEO
- p. Hosting & Maintenance Included
- q. Domain Name Included
- r. 5 Business Emails
- s. 2 Revisions

2. **Small Business Package**

- a. **\$499** Initial Set Up
- b. **\$159** a Month
- c. Includes 30 Pages
- d. Mobile/Tablet Ready
- e. About Us Template
- f. Portfolio Template
- g. Services Template
- h. Blog Template
- i. Contact Us Template
- j. Custom Reporting features/dashboard
- k. Google Analytics
- l. Google Webmaster Tools
- m. Bing Webmaster Tools
- n. Sitemap
- o. Initial SEO for 5 Keywords
- p. Hosting & Maintenance Included
- q. Domain Name Included
- r. 10 Business Emails
- s. 3 Revisions

1. **Pro Package**

- a. **\$799** Initial Set Up
- b. **\$229** a Month
- c. Includes 50 Pages

- d. Mobile/Tablet Ready
- e. About Us Template
- f. Portfolio Template
- g. Services Template
- h. Blog Template
- i. Contact Us Template
- j. Custom Reporting features/dashboard
- k. Google Analytics
- l. Google Webmaster Tools
- m. Bing Webmaster Tools
- n. Sitemap
- o. Initial SEO for 10 Keywords
- p. Hosting & Maintenance Included
- q. Domain Name Included
- r. Unlimited Business Emails
- s. Unlimited Revisions

6. Google Analytics Management - Ideal for the Client Who Wants Weekly Reports on Site Traffic

- Google Analytics weekly reporting on all site traffic
- Goal Conversion creation based off of Client's needs & desired outcomes
- Top performing keyword report
- 2 Weekly Recommendations made by SC Media
- **\$50/hour - Minimum 3 hours** to implement recommendations made by SC Media, Inc
- Client owns Google Analytics Property and historical reports
- 3 Month Minimum Contract
- No guarantee on results

7. Email Marketing – Email Marketing Services to drive engagement & brand awareness

- Email blasts using Client owned Opt-In lists
- Number of Emails Sent Dictate Cost

Up to 2,000 Email Subscribers **Max 12,000 Emails Sent per Month to a max of 2,000 Subscribers**

- **1 Weekly Email** sent to subscribers with Custom Content, Custom Landing Pages, Full Google Analytics Tracking, Call Tracking - **\$99 a Month**
- **2 Weekly Emails** sent to Subscribers with Custom Content, Custom Landing Pages, Full Google Analytics Tracking, Call Tracking - **\$175 a Month**

- **More than 2 a week** will require detailed Email Audit to establish overall goal, objection, conversions, and desired outcomes

More than 2,000 Email Subscribers

- **2,001 – 2,500** - \$75 Add on Monthly
- **2,501 – 3,000** - \$125 Add on Monthly
- **3,001 – Unlimited** - Custom Audit to establish Cost

Template & Design Charges

- No Charge on Template Creation, Designs, Layouts, etc
- 1 Proof & 1 Revision included for each Campaign
- 3 Month Minimum Contract