

Social Media Marketing

Create Social Media Accounts

- Task Force BPO, LLC will create all social media accounts on behalf of Your Company if they don't already have accounts

Ongoing Management of All Social Media Accounts

- **Social Media Engagement:** Task Force BPO, LLC Social Media Expert will engage with users on behalf of Your Company through social media platforms, responding to questions and comments, managing and moderating user submitted content, and referring to the Your Company point of contact when information or responses are needed.
- **Posting Content:** Task Force BPO, LLC Social Media Expert will manage the posting of content and will communicate with the Your Company point of contact on a regular basis. Task Force BPO, LLC Social Media Expert and Your Company point of contact will agree on type of content to be shared on a weekly basis and Task Force BPO, LLC Social Media Expert will do all necessary work of formatting for the web (Images Optimized or Added, Description optimized for posting channel, link building) and posting to appropriate channels. The Your Company assigned point of contact will be regularly encouraged to submit new, engaging content such as photos/videos taken at Your Company offices and/or company events, customer testimonials, original blog posts, and articles and information by third party sources that may be interesting and/or informative to Your Company customers. The Task Force BPO, LLC Social Media Expert will be responsible to encourage the Your Company point of contact to provide these materials and to help develop these materials.
- **Content Generation:** Posts will be developed every week by Task Force BPO, LLC Social Media Expert and posted on behalf of Your Company to all appropriate channels. This serves as baseline content in the event that Your Company is not contributing sufficient content on a weekly basis:
 - Facebook: Minimum 4 posts per week.
 - Twitter: Minimum 4 posts per week.
 - Google+: Minimum 4 posts per week.
 - YouTube: Minimum 1 video per month.

- **Blog:** Task Force BPO, LLC Social Media Expert will create and manage a blog on behalf of Your Company. The blog will serve as the hub for all social media activity. Content will first be posted to the blog then either a link to the blog content posted to social media channels or content duplicated on social media according to the structure below:
 - **Articles:** Any linked articles will have an executive summary before the link to the article.
 - **Photos:** Blog posts will be created and content duplicated but not linked on social
 - **Videos:** Videos should be uploaded to YouTube and the YouTube video embedded
 - **Specials, Events, Other:** A blog post will be created to serve as the hub and then be posted across appropriate social media channels media along with a description on the blog.
 - YouTube video will be linked to on all Social Media Platforms except Facebook, where the video will be uploaded as a Facebook Video and a link to the YouTube video included in the description.
 - Source of information, videos and photos if included will be handled according to the above scheme. The blog post will contain details about the event, special, etc and then a brief description will be posted across social media channels with a link to the blog post for more information.
- **Reporting:** A monthly report of social and business listing platform engagement will be generated by Task Force BPO, LLC Social Media Expert and made available to the Your Company point of contact along with recommendations to engage more users. Any new reviews detected will be reported immediately to the Your Company point of contact. (Reviews will be checked on a monthly basis and all new reviews will be included in the monthly report.)

SEO (Search Engine Optimization) Services

Indexable Content

- Task Force BPO, LLC SEO Expert will make sure that the most important Your Company content is in HTML text format, in order to perform better in search engine listings. Task Force BPO, LLC SEO Expert will use all necessary methods available such as:

- Provide alt text for images. Assign images in gif, jpg, or png format “alt attributes” in HTML to give search engines a text description of the visual content
- Supplement search boxes with navigation and crawlable links
- Supplement Flash or Java plug-ins with text on page
- Provide a transcript for video and audio content if the words and phrases used are meant to be indexed by search engines

Crawlable Link Structures

- Task Force BPO, LLC SEO expert will ensure that Your Company has crawlable link structure (This lets the crawlers browse the pathways of a websites and is vital to them finding all of the pages on the Your Company website).

Keyword Usage and Targeting

- BPO, LLC SEO Expert will use SEO best practices such as using proper Keyword Domination, On-Page Optimization, Title Tags, Meta Tags and proper URL Structures

Lead Generation and Email Marketing Services

Lead generation via LinkedIn

- Task Force BPO, LLC Social Media Expert will manage individual Your Company Sales Associates’ LinkedIn accounts and on their behalf will be performing the following tasks via LinkedIn:
 - Create target market to sell services to (Your Company to provide these details on company size, location, seniority level, etc.)
 - Based on the above target market, Task Force BPO, LLC Social Media Expert will create target lists and connect with appropriate customers
 - Task Force BPO, LLC Social Media Expert will follow up all successful connections with a greeting message and Your Company sales pitch
 - Task Force BPO, LLC Social Media Expert will manage this portion of the sales process and will follow up with the client until they reach a predetermined point in the sales process. At this point, the Task Force BPO, LLC Social Media Expert will engage the Your Company Sales Associate to take over the sales process
- Task Force BPO, LLC Social Media Expert will create and manage daily, weekly and/or monthly email marketing campaigns for the Your Company Sales Associate