

Social Media Marketing and Your Brand

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The Market

- In the United States there are 190,858,000 unique Internet visitors each month. (1)
- Facebook hopes to double its revenue in 2008 to \$300 million. (2)
- In five to 10 years, social networking sites will “be like air: They will be anywhere and everywhere we need and want them to be.” (3)
- Ning, a free do-it-yourself social network platform, estimates it will be hosting 4 million social networks by 2010, as compared to the 260,000 it is hosting now. (4)



(1) comScore Media Metrics, May 2008, Total US Home, Work and University Locations.

(2) USA Today, May 2008

(3) Charlene Li, Forrester Research analyst

(4) USA Today, May 2008

Why Social Media?

“We're in a world where one person, by their actions, can make a company look bad, and it can get echoed and amplified over and over again. The power has shifted so that big companies now have to be worried about one individual with a microphone called a blog.”

- Josh Bernoff, Forrester Research analyst and author of “Groundswell,” a book about social media and modern businesses



By building a presence for your brand in social media, you will be able to :

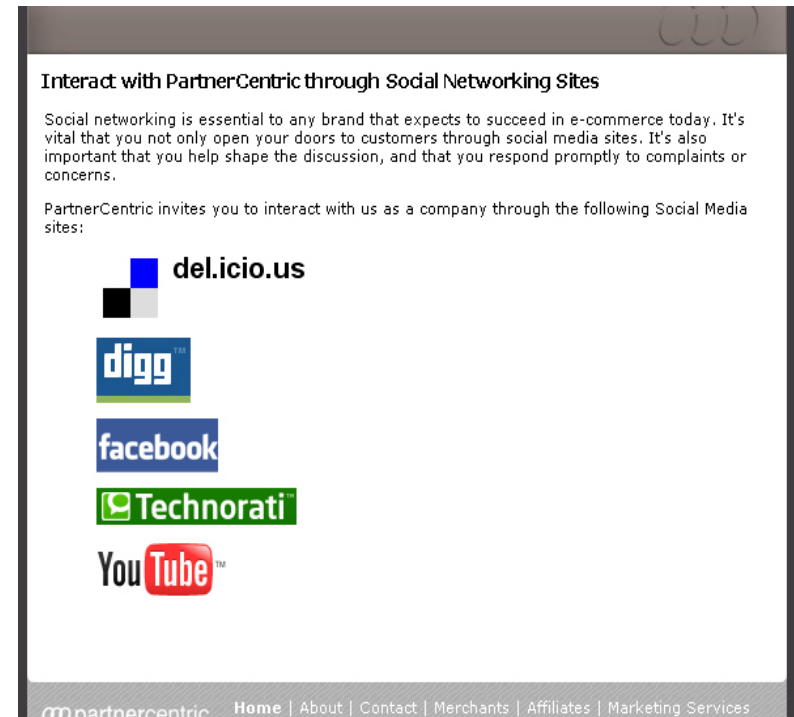
- Promote the brand to customers new and old
- Guard against and respond to complaints
- Deliver messages to a huge online audience
- Form a one-to-one direct relationship with your customers
- Expand your brand in increasingly popular media

The Concept

- Create branded pages for your business on the major social networking sites
- Develop “Interact with Us” page on your site that links to all of your social media pages
- Create a banner for your home page linking to your “Interact with Us” page



INTERACT with us
in Social Networks



We create a banner for your existing home page to drive visitors to your Interact with Us page.

We also create the Interact with Us page on your site with links to your new pages on Social Networking sites.

About the Social Networking Sites

Our service focuses on the following top five social media sites:

Facebook (www.facebook.com)

■ **What It Does:** Facebook enables users to join networks organized by city, workplace, school and region to connect and interact with other people. People can also add friends and send them messages and update their personal profile to notify friends about themselves.

■ **Why Be On It:** Your company needs a presence on the 900-pound gorilla of Social Networking. As of July 2008, Facebook had 80 million active users worldwide. In Aug. 2008, it surpassed MySpace as the No. 1 social networking site worldwide.

MySpace (<http://www.myspace.com>)

■ **What It Does:** MySpace was one of the first and remains one of the most popular social networking sites. Users can create and share personal profiles and user-generated content..

■ **Why Be On It:** You need to have a presence on MySpace to stake a claim on what remains one of the most widespread social media sites out there.

About the Social Networking Sites

Ning (<http://www.ning>)

■ **What It Does:** Ning is an up-and-coming social networking site but we're giving advising all of our clients to get involved now. This social networking site enables you to create your own social network based on any topic or interest.

■ **Why Be On It:** Affiliate and Internet marketers were early adopters of this social network. In fact, Affiliate Summit, the only conference devoted entirely to affiliate marketing, selected Ning to be their official social network platform in 2008.

Twitter (www.twitter.com)

■ **What It Does:** Twitter is a micro-blogging service that allows users to send updates (called tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to subscribers.

■ **Why Be On It:** You want to be able to syndicate your articles within the Twitter community, which now includes more than 2 million users. This is your gateway to mobile marketing as Tweets are a popular media for cell phone users.

About the Social Networking Sites

YouTube (<http://www.youtube.com>)

- **What It Does:** YouTube is a video-sharing site that enables users to upload, view and share video content.
- **Why Be On It:** In Jan. 2008 alone, nearly 79 million users had made 3 billion video views. Acquired by Google in Oct. 2006, YouTube's strength will continue to be felt in the social media space.

PartnerCentric is constantly reviewing and researching the latest social media sites. Eventually we'll be adding to the list of social networking sites that we recommend as platforms for increased brand presence.

We'll be making recommendations to you for future social networking opportunities to ensure your brand remains on the cutting edge.

Investment Overview

- **Phase 1 – Social Network Branded Page Setup** **\$1,500**
 - Creation of branded pages on top 5 Social Networking Sites*
 - Registration, channel setup, login/password creation
 - creation of online persona (someone on your team)

- **Phase 2 – Monthly Management** **Price varies**
 - Level One (8 hours per week/32 hours per month) **\$2,400 / month**
 - Level Two (6 hours per week/24 hours per month) **\$1,800 / month**
 - Level Three (4 hours per week/16 hours per month) **\$1,200 / month**
 - Level Four (Two hours per week/8 hours per month) **\$800 / month**

- **Additional hours**
 - \$75 per hour with contract (\$100 per hour is the open rate)

Total Setup Investment - \$1,500

Monthly Management – Range between \$800 per month and \$2,400 per month.

Contact me with any questions you have

I want to thank you for the opportunity to present the exciting marketing and promotional opportunity that social media provides to you. Please feel free to contact me with any questions you have about this exciting opportunity.

Best regards,



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