

Media Enterprises

opening a world of opportunities for you



Why is Media so Important?

In Today's World, Without Effective Media Strategies
YOUR Message Will Not be Heard

We work with individuals, business leaders, and organizations who know they need to go the next step.

Contact us for a Free Consultation at 800-992-0369 or www.MediaEnterprises.org

Marketing Plans • SEO Packages • Social Media Atomics • Mobile Marketing • Training Programs



SEO/Search Engine Marketing
Social Media Marketing Plans
Video Marketing
Mobile Marketing
Full Service Media Plans
Television, Radio, Publications



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Co-founded in 2009 by Bobbye Brooks and Tonilee Adamson, Media Enterprises provides customized solutions to business marketing challenges. Traditional marketing is changing; our culture is changing. If a business today does not have a Social Media marketing plan, their future might be uncertain.

"Charlene Li, one of the world's leading thinkers on social media and co-founder of the Altimeter Group, a research-based advisory firm in San Mateo, Calif., predicts that companies that do not get on the social media bandwagon soon--within three to five years --will not survive."

December 2010

Entrepreneur Magazine, page 58

At Media Enterprises, we make it our business to stay ahead of new developments in marketing technologies. **WHY? To help YOU stay ahead of your competition.**

A glimpse of the developing trends:

- There are 750 million active registered FaceBook users
- 1 in 9.5 people on the PLANET have a FaceBook account (61% of the users are older than 38)
- 10 million comments every 20 minutes on Facebook
- Over 250 million Twitter accounts (64% of Twitter users are over 39)
- 1.8 billion INTERNET CONNECTED computers worldwide
- 5.6 billion MOBILE PHONE accounts in use worldwide
- 96% of Text Messages are OPENED
- There are over 300 million small businesses worldwide
- Forrester Research reports:
"Social Media Marketing spending is expected to increase from \$716 MILLION to \$3.1 BILLION by 2014 - that's 34% per professionals.
- According to Ad-Ology, 46% of small business owners don't have a web site.
- 60% of Small Businesses are spending the same amount on advertising as they did in 2008.
- 26% plan to spend more money on advertising in 2011.
- and 69% want to spend it on...SOCIAL MEDIA MARKETING

Key Areas of Service

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Online Marketing
- Social Media Marketing
- Mobile Marketing
- Direct Mail/Email Campaigns
- Branding Campaigns
- National Media Campaigns
- Product Launch Campaigns
- Television Commercial Production
- Radio Program Production
- Website Design and Development
- Video Production
- Video Marketing
- Article & Blog Marketing

MEDIA ENTERPRISES customizes a strategic plan for your business based upon YOUR goals. We meet with you before a plan is proposed to discuss your specific needs and areas of focus. The information below is a guide of what we desire to achieve for your business.

Monthly Marketing Plan Overview

Our marketing plan is comprehensive, adaptable and highly focused on achieving the goals as set forth in the original consultation. For your business, this marketing plan involves consistent activities to ensure every possible opportunity is optimized to achieve the desired results. Our goals for your business include the following benefits:

- **Attract new customers** from the fastest growing audience in the world: those who are searching for your products online (over 65% of adults)
- **Retain existing customers** through the development of an ongoing relationship using social media, email campaigns, online newsletters, special offers, etc.
- **Increase customer referrals** through existing networks of current and former customers, creating online social media specifically to encourage referrals
- **Expand the business website presence** through online marketing campaigns, programs and ongoing updates that reach a global audience
- **Promote your products** in ALL potential opportunities; current website, in house (current offices), placement in other online stores; create an advertising campaign specific to the products
- **Strengthen your business' brand identity** that will dominate the search engines in your specific areas of services and/or products
- **Improve your ROI** a combination of online and offline marketing strategies (without using Pay Per Click or Pay For Play tactics)
- **Create a long-term strategy to grow your business exponentially** through a comprehensive marketing plan that reaches every prospect in your business/customer demographics

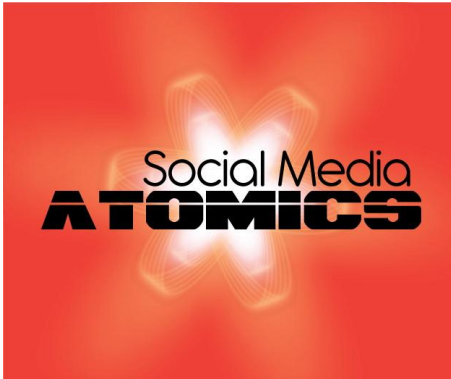
Media Enterprises proposes the following services to achieve the benefits stated above:

- **A comprehensive PLAN for your service and/or products:** to leverage Internet marketing, social media, online video, mobile device marketing, automated lead capture and follow up systems to increase sales and grow your business.
- **Marketing Campaigns** that will broadcast your services to massive numbers of people who are looking for your products.
- **Building new customers** through email, direct mail, mobile marketing and social media that grows organically and continues to build a powerful online position, with new customers who will be your **biggest referrals** for new business.
- **A comprehensive automated follow up system** that maximizes opportunities for new customers. (When someone signs up, they opt-in to receive product information and other forms of communication from the website. We use this data to promote special offers and keep the subscribers informed on product information.)

- **Developing a system beyond the website** that will promote the brand image of your business through several networks specific to the product target audience i.e. women's groups.
- **Product Sales Plan** will be developed using the product categories for areas of distinction and target demographics.

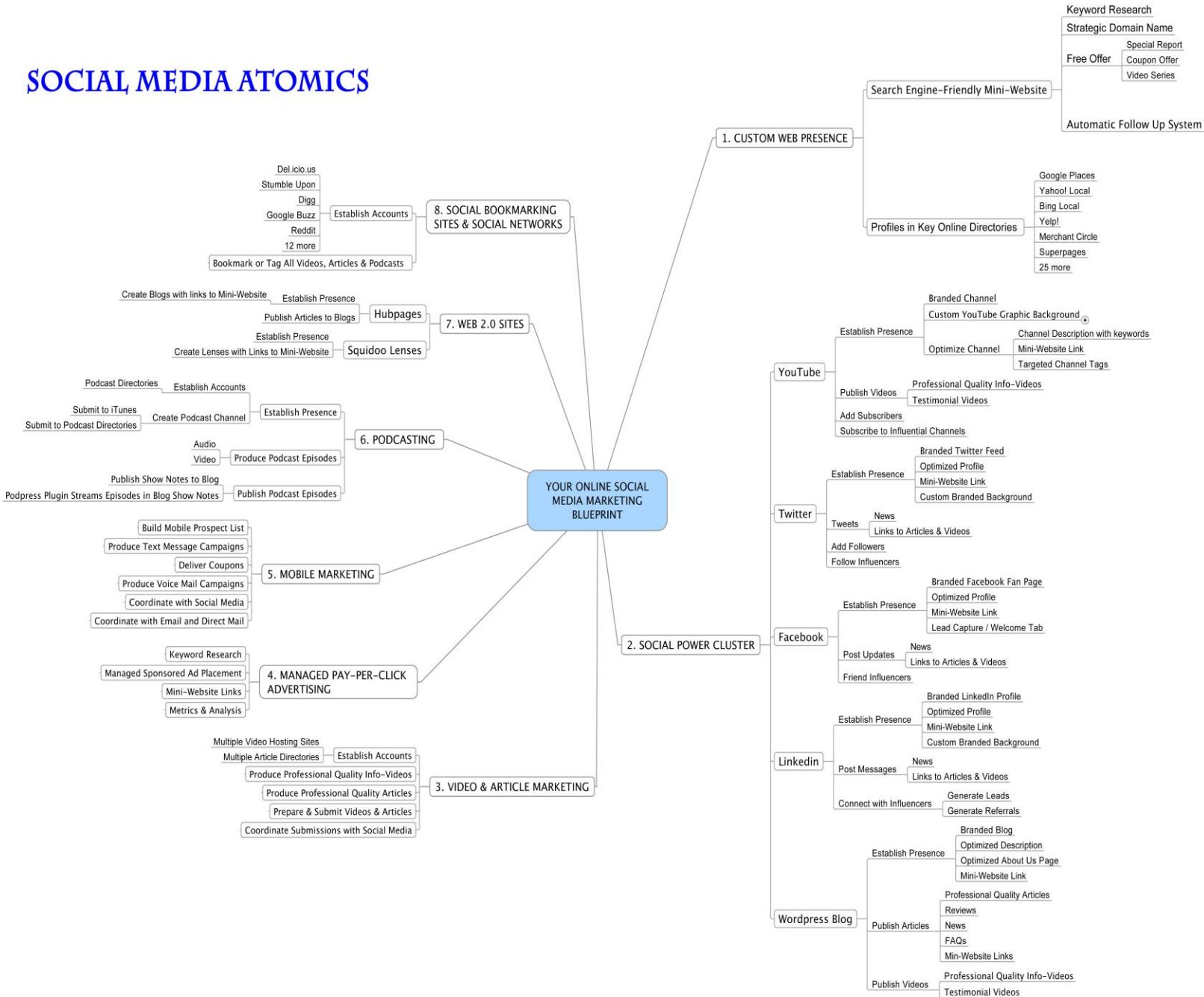
Example of Monthly Marketing Activities:

- Plans and Activities (completed within 2-3 months)
 - Outline and schedule marketing activities combined with the website promotion to include highlighting your business' brand.
 - Begin development of a special offer to promote the services of your business
 - Load up all of the online directories, social media sites and relevant networks. (Main goal: dominate the search engines)
 - Create YouTube Channel (SEO enhanced) and upload current videos
 - Create 1 new video, designed as promo video/commercial
 - Set up iTunes Channel and create Podcasts for current videos and send throughout all online networks
 - Begin revision of existing articles (SEO enhanced)
 - Set up new Wordpress blog
 - Write and release 1 Press Release (over 1,000 online media outlets)
 - Through Media Enterprise networks, promote your business services
 - Review opportunities for local, regional and national media campaign
 - ME will create new marketing "campaigns" that highlights your business or special promotions
 - One commercial video will be produced by ME each month (or will use television videos), designed to highlight your website (products and service)
 - Video will be submitted to 25+ video and social media sites (increased exposure of business product or service and to drive traffic to website while increasing rankings in search engines)
 - Social Media accounts will be set up for your business for Facebook, Twitter, YouTube and Wordpress and will be updated by ME each week with fresh content
 - ME will submit the website url (domain link) to all of the major search engines, each month to ensure that the website is ranked
 - ME will submit the business information to the top 15 online directories, designed to increase online rankings, expose business to local and global audience, to drive traffic to website, and to promote what the business does
 - ME will submit articles to over 20 article sites each month
 - ME will monitor blog posts and keep content updated
 - ME will recommend opportunities for your business segment to promote your products
 - ME will pitch your business to publications and other outlets for interviews and/or articles



MEDIA ENTERPRISES uses a system called Social Media Atomics that utilizes a massive network of online outlets to bring the greatest exposure possible for your business through the use of Social Media marketing.

SOCIAL MEDIA ATOMICS



MARKETING PACKAGES START AT \$1,000 per Month (minimum 3-month required)

Basic Social Media Package: \$1,000 per month

- Includes set up of 5 major Social Media networks (Facebook, Twitter, YouTube, LinkedIn and Wordpress)
- Customized Social Media marketing strategies, monthly specials to be promoted
- Includes set up of top 15 online directories
- Creation of one (1) video per month, strategic to marketing campaign (submitted to top 25 video sites)
- Creation of one (1) article per month, submitted to top 20 article sites
- Includes daily/weekly Social Media site maintenance (status updates, posts, offers)
- Includes setup of iTunes channel, YouTube channel and Blog Talk Radio channel
- Completely branded with your business website and overall marketing strategy
- Bonuses: Submission to all major search engines, SEO Report for your business, Metrics data provided

Social Media Atomics Package: *Starting at \$2,000 per month

- Includes all components of Basic package plus Social Media Atomics services
- Initial and ongoing SEO monitoring for Web Presence (will recommend updates as needed)
- Ongoing updates to Online Directories, Google Places, Google Maps
- Social Power Cluster: Top 5 Social Media sites updated weekly with new content
- Customized Call to Action campaign
- Mobile Marketing set up and maintenance
- Videos submitted to over 50 video/social media sites
- Creation of over 50 new social media sites (back links to main website)
- Blogs and articles, written and uploaded
- Podcasting and RSS feed set up
- For details, see Social Media Atomics Blueprint
- Monthly Reports provided by Media Enterprises

*Monthly Price based upon customized plan per business needs, content creation, and mass online media exposure.

Business in a Box Package: \$2,495 (one time price)

- Includes Multi-page Website
 - Header/Logo design
 - Call to Action/Homepage offer
 - Homepage Subscriber Box
 - Back pages: Contact page, About page, service pages, product pages, other as business requires
- E-commerce set up (for products and/or services)
- Social Media set up
- Video Production (one video produced by ME)
- Business Cards designed
- One Brochure or Promo Card designed
- First month marketing launch
- All details at www.media4women.com/products

Other Services:

- **Full Website Design and Development**
- **Video Production**
- **Business Consulting**
- **Social Media Training**
- **Television and Radio Production**
- **National Media Campaigns**

800-992-0369

info@mediaenterprises.org

