

**S.M.A.R.T. Tools is the answer to a problem.**



**MAX Communications** wants to help your business grow, and grow quickly, in the social media space. The problem is, there's more involved in doing this (successfully) than any one firm can handle. So, we've gained an alliance with over 60+ web and social media professionals worldwide (locations in the U.K., Switzerland, and Singapore, as well as the USA) to help manage and monitor your social networks 24/7.

Part of the challenge is to have others get the word out about your business' service or product, so this alliance uses a mix of both manual and automated (API) methods via RSS Feeds, with every feed prefixed with your website URL – that's on 20+ Social Networks – and that happens on 15-25 posts every day on your business' profiles. And, because of the more than 40 Twitter and Facebook profiles owned and managed, this alliance gets your marketing message out to 50,000 readers to really create a powerful "buzz" in the marketplace.

This alliance also monitors your 20+ Social Networks for you, watching for posts or inquiries that need your immediate attention and will notify you, so you can take immediate action. And the administrative tasks of handling friend requests, clearing out junk, and removing stale profiles all gets done, without you ever having to fuss with it.

The alliance creates a centralized "console" that allows you to post on all 20+ social networks with a simple one-shot push, so you can add your own posts and links to the whole mix to keep the conversations flowing – easily and in a single place.

For me, I know I have time to sleep, eat, and do the other things in my daily life, all while the alliance is keeping things covered and constantly working for me. There is a nominal subscription fee that goes to the alliance, but it's just SMART business... spreading the load and keeping this social media activity working around the clock.

**MAX Communications** will continue to add value to the services provided; and the consultations on Blogging, Social Bookmarking, and Email Marketing are examples of this. We will continue to keep you informed of new media advances and suggest innovative ways to attract new customers and contacts for your business.



There's some fun stuff coming online now, so stay tuned...!

For more info: [GetSmartSocial@HelpMeMax.com](mailto:GetSmartSocial@HelpMeMax.com) or Call **866-591-5557** ext 1

**Strategic Marketing Awareness Relationship Tracking Tools**



**SMART Social is your Complete Turnkey Traffic System to enhance your *online visibility* and promote your *products/services* using Social Networking**

**Get Your BIG question answered here:**

**How it Works and What happens after I Sign up?**

Your website is analyzed for On-Page / Off page SEO and Social media Factors



### Campaign Set Up - Phase One (Week 1)

1. Create branded Social Media Profiles for your Business
2. Write/ Consolidate Slogans for Posting & Promotions
3. Spy your competitor twitter profiles and activity

4. Auto follow your competitor twitter followers
5. Send a custom direct msg soon after they follow back
6. Auto-follow all those who follow you

### Campaign Set Up - Second Phase (Week 2)

Find your branded Social media Profiles on Twitter (2 nos), FaceBook (Profile, Page & Custom Fan page), LinkedIn (1 nos) and One each on: MySpace, Plaxo, Hi5, Plurk, FriendFeed, YouAre, Tagged, Identi.ca and BrightKite

### Campaign Integration (Week 3)

We know its tough and time consuming to manage 20+ social networks every day, so all your profiles will be integrated centrally using our campaign integration tool. You will be able to manage all your Social networks from a single window (optional)

### Campaign Automation (Week 4)

Auto Promote | RSS Feed integration

**Auto Promote:** 15 promotional Tag Lines/ slogans will be posted on 20+ social networks automatically at random intervals every day.  
15- 25 posts will be posted every day

**RSS Feed integration:** 2 RSS feeds pertaining to your industry or feeds with information that your prospects love to hear will be updated automatically on all your social networks every few hours with your website URL prefixed to every feed message update

### Campaign Promotions (Week 5)

#### PROMOTION STRATEGY – SOCIAL MEDIA SERVICES

**Web Promotions:** Participate and promote on popular Forums, Blogs, and Discussion groups.  
3 posts on each group every day



**Platform Promotions:** Post your promotional message on 30+ Twitter and FaceBook Profiles that we own and manage. These profiles are frequently updates with followers and friends with an average 1500 followers on every profile connecting more than 40,000 profiles

**API Promotions:** Updates to profiles via API manually, using our Automated tools and via RSS feeds with every feed prefixed with your website URL on 20+ Social Networks Connecting more than 10,000 profiles



**Result: Massive Targeted traffic without having to spend a lot of Marketing \$\$\$ on Slow SEO or Expensive PPC**  
**Cost: A Fraction of your existing website promotion/ advertising Cost**

Sign Up and Promotions for **First Month:** \$ 113 + \$ 286 = \$ 399    **Second Month** Onwards = \$ 286 /mo (Campaign maintenance/ running and Promotions cost)

**50% of Small Businesses Say Lead Generation is Biggest Benefit of Social Networking**

"Small Business Marketing Forecast 2010" from Ad-ology