



Since we first opened our “virtual doors” in 2003, the **VIRTUAL OPTION** support team has focused on providing solutions that will buy **YOU** the ‘time’ to focus on what **YOU** do best. In order to continue to deliver the best service possible, we are constantly looking for new and improved ways to help you expand your network and enhance your business. In keeping with our Vision, **VIRTUAL OPTION** is pleased to introduce two new essential services to accelerate your day-to-day business success.

SOCIAL MEDIA SERVICES

A strong social media strategy is one that “*stick handles*” and masters the multi-faceted media of **LinkedIn** and **Twitter**, while recognizing and identifying the power of **Facebook** and other social media sites. This strategy is the social media foundation which allows businesses to create a unique environment. In this environment businesses interact with people to learn, share, mentor and exchange information. This same strategy concurrently builds awareness and influences the critical “**Marketing Funnel**” – the theoretical marketing journey from prospect to client. Quite simply, this is the “*know, like and trust*” factor which is the basis for all transactions. People buy from people – and they like to buy from people they know!

WHY VIRTUAL OPTION?

At **VIRTUAL OPTION** all of our Social Media Specialists are graduates of a recognized social media certification program. We are not interested in the “*throw it on the wall and see if it sticks*” strategy. Together, with your input, we create an integrated plan based on a constantly upgraded combination of education and experience in the social media platforms.

OUR PLEDGE TO YOU!

Our skilled social media team concentrates our efforts to execute a cost-effective and efficient implementation plan right from the very beginning. This starts with keyword selection for quality search engine rankings, topics and themes, visual enhancements and more! We pledge that our social media expertise will laser focus your brand to your target audience. To achieve this we use blogs, repurpose original content, initiate web links and multiple platforms to guarantee your **consistent and frequent** presence in the social media arena.



BASIC SOCIAL MEDIA SET-UP PACKAGE

Profile: This package is for you if you need help with the initial set-up of your social media profiles and some basic training on how to best use them.

Includes:

- Creation & customization of up to 3 Social Media Accounts of your choice. (e.g.: Facebook, LinkedIn, Twitter)
- Basic edits to any existing accounts.
- Basic training for up to 3 Social Media Platforms. Includes 3 one-hour sessions; each session is 45 minutes of training immediately followed by 15 minutes of “Q&A” time.
- Establishing your online presence in social media, including a basic strategy and ensuring that all accounts are customized to your brand.

SOCIAL MEDIA ACTION PLAN

Profile: This package is ideal if you’re seeking a social media “roadmap” including recommendations as to **WHAT** you should be doing as well as the **HOW** you should be doing it. This is a complete social media action strategy based on your own goals and objectives as identified by **YOU**.

Includes:

- An assessment of your current online presence.
- A brief market analysis.
- Proposal of social media activities.
- Proposal of ways to increase influence in target market.
- Suggestions for SEO (i.e.: Search Engine Optimization).
- Suggestions for social media tools.
- Creation and customization of your own Social Media Action Plan, which will show you a roadmap of the best way to build your social media presence. This includes the social networks you should join and the groups within the networks you should socialize in.

ACTION PLAN ONLY: Implementation is done by you!

***Note:** If a customized Action Plan is purchased, \$100.00 will be credited back on the implementation.



ACTION PLAN IMPLEMENTATION

Profile: The next step! This is for you if you aren't sure where to start or with whom to connect. We're experts at the **"What, Where, When and Why"** of social media and we know how to do the **"HOW"**! We implement and execute your very own *"roadmap"*, based on our recommendations from your customized Action Plan.

Includes:

- Social media account optimization.
- Set up social media accounts if required.
- Set up and implement appropriate social media tools.
- Optimize for SEO (i.e.: Search Engine Optimization).
- Basic training for up to 3 Social Media Platforms. Includes 3 one-hour sessions; each session is 45 minutes of training immediately followed by 15 minutes of "Q&A" time.

ONGOING MAINTENANCE PLAN

Profile: This monthly maintenance plan is stress-free if you already have social media profiles set up, but just aren't able to devote the time to maintain and manage an active online presence. *We can help!*

Includes:

- Manage up to 3 Social Media Accounts of your choice (e.g. Facebook, Twitter & LinkedIn).
- Account management includes:
 - *Monitoring direct messages or private messages and forward for action; identify, qualify and accept requests for new connections.*
 - *Search for people to follow that are influencers, industry leaders and fit the description of the target market.*
 - *Schedule up to 4 daily status updates to post per social network. For example, 4 status updates pre-scheduled to post to Twitter at incremental times during the day.*
 - *Post 1 event in the event listings of social networks.*



- *Update content on 1 website and 1 blog.*
- *Submit up to 1 article per week to 6 article directories. The article is provided by the client and meets the criteria / requirements of the article directory.*
- Social Media Monitoring includes:
 - *Monthly reports on website analytics, including the number of unique visitors and a report of where the visitors are coming from. This report is an indicator of the effectiveness of social media. It guides us in modifying social media marketing efforts so that we are able to evaluate and achieve the goals that have been set.*
 - *Monitor keywords using Google Alerts to find out what people are saying about topics of interest. We use this information to find new people to connect with on social networks, as well as offer you the opportunity to demonstrate your knowledge and expertise by commenting on a blog or answering questions on LinkedIn, etc. This type of monitoring generates consistent participation and presence in online conversations.*
 - *Track the increase/decrease in followers/subscribers to the social networks.*

À LA CARTE SERVICES

At **VIRTUAL OPTION**, we recognize that everyone and every business is different and has their own special needs. In order to meet those needs, **VIRTUAL OPTION** will create a custom quote for those services specifically tailored to fit exactly what you need and not what you don't. Contact us for a complimentary consultation to discuss your specific social media marketing goals and objectives.

May include:

- Content Creation. Do you have great ideas for a blog, but don't have time to write it?
We can help!
- Content Distribution.
- Consultation on how to most effectively use your Social Media Accounts to connect with your target market.
- Training - we will share with you valuable "*Tips and Tricks*" such as what our strategy is for building connections.
- Customizations of your Social Media Accounts. We will brand your pages to reflect your message!



Toll free telephone: 1-800-361-4895 or, in Toronto, 416-244-5222 | Fax: 905-841-9370

- Blog Marketing...
- Event or Product Launches...
- “Pay Per Click” Advertising Campaigns...
- Growing Your Connections....

...and much more!

Contact your **VIRTUAL OPTION** representative for a complimentary consultation to discuss how **OUR** business can maximize **YOUR** business! **Can you really afford not to?**

Call Today!

Phone: Toll Free 800.361.4895; Within Toronto at 416.244.5222.

Web site: www.virtual-option.com

Email: info@virtual-option.com

14845-6 Yonge Street, Suite 185, Aurora, ON L4G 4V1
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WORDPRESS WEBSITE DESIGN SERVICES

Imagine a world where editing your website does not require a web designer. Where your content is picked up by Google within hours and the content of your website is integrated into all of your Social Media sites with the click of a button. Welcome to the world of WordPress website design and to the expanding services of **VIRTUAL OPTION!**

*There are **many** benefits to using a WordPress Website. A few that deserve to be mentioned include:*

- It is the most popular blogging tool available.
- It can be used to build Top Ranking Websites in search engine results pages.
- WordPress is easy to install, offers an abundance of themes – (specially designed templates). You can change your theme whenever you desire. In 99% of the cases, all of your original content integrates automatically into the new theme.
- WordPress has hundreds of “apps” that are easy to install and allow WordPress to incorporate all kinds of extra options.

WORDPRESS WEBSITE CREATION

- WordPress installation and configuration on your web host.
- Install WordPress Theme. (**Additional fee subject to your choice; license is in your name*).
- Embed Google Analytics code for site statistics.
- Redirect existing website if required.
- **VIRTUAL OPTION** will save all content and create an archive file for you.
- Based on direction from you, **VIRTUAL OPTION** will add content to your new WordPress site.
- Website design includes header graphic, logo and brand elements provided by you.
- Website creation includes 4 pages: Home - Contact - Services and a Blog page.



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ADDITIONAL WORDPRESS SERVICES

We create a custom quote for these services on request. Contact us for a complimentary consultation to discuss your specific WordPress needs.

- Graphic design for website - create or edit header graphic. Create or edit company logo.
- Install Widgets and/or Plug-ins. For example, poll widget; SEO* plug-ins.
- WordPress Website Maintenance. You forward your weekly blog post and applicable images. The **VIRTUAL OPTION** team provides proofreading services, posting to blog and optimization. Includes adding and/or editing content, creating new pages as required.
- SEO* Optimization and metric monitoring. For example, Google Webmaster Tools and monitoring web site statistics.

* *SEO: Search Engine Optimization*

What are **YOU** waiting for? No need to “*imagine*” anymore! Let **VIRTUAL OPTION** introduce you to a world that’s waiting for **YOU!**

Call US Today!

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