

Leveraging new media tools can be an important strategic marketing tool to raise visibility for you and your business venture and ultimately help your business grow. But, if you're like many business owners (especially small businesses with limited staff and finite resources), the thought of developing a compelling social media portfolio from scratch—and then keeping it current and continually updated—is an overwhelming one. And, even if you're willing to give it a shot chances are that your experience is a bit lopsided: either you can navigate the technology side or the content and public relations side, but likely not both with equal savvy.

That's where we can help. As seasoned technology and communications professionals with specialized social media expertise, we can take your social media strategy from idea to implementation, and from technology installation to content development, in no time.

We call it "Social Media 1-2-3"—and when you work with us, we'll make it as easy for you as "1-2-3."

www.socialmedia123.org

Fee Structure

No two businesses are alike – but there's one thing all businesses share in common: The need for cost predictability. That's why we offer several fee structures to best suit your business needs.

- **Premium Package** – Our Premium Package provides the entire portfolio of services and support, from start up to ongoing measurement, that you will need to bring your social media presence to market.
- **Basic Packages** – For the business that wants to outsource some, but not all, of its social media efforts, we are pleased to offer two basic-level packages to complement your internal efforts: A Technology package and a Communications/PR focused package.
- **A la Carte** – Our A la Carte package features a menu of pay-as-you-go services for the business that wants to build a social media platform incrementally.
- **Small Business Solutions Package** – We know what it's like to be a small start-up, reaching for the stars yet grounded by a shoe-string budget. We offer financing, credit accounts and success fee packages to help you manage your cash flow while marketing your new business.

Contact Us

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Does Twitter make your heart flutter?

Does Facebook make your face flush?



We'll make it as easy as "1-2-3"!

Why Your Business Needs Social Media

Web 2.0 has greatly enhanced the way that we communicate, interact and transact with one another online. What used to be a one-way communication tool is now a venue with multiple channels—a movement from “monologue” to “dialogue.”

When done well, social media tools foster connections, build bridges, convey valuable information, invite communication and conversation, and help grow business. LinkedIn, Facebook and Twitter are among the most frequently used social media tools, but new tools are being developed every day. Over time, this two-way communication strategy helps businesses build their reputation, raise their visibility, establish their credibility and ultimately enhance customer loyalty.

How We Work With You

Our unique 1-2-3 formula entails:

1. Study.

First, we will have a dialogue with you to learn more about your business and your unique business objectives, as well as evaluate what your competition is doing in the social media space.

2. Strategize.

Then, we will develop a social media strategy customized specifically to your business to best help you meet your business objectives.

3. Successfully launch.

Finally, we will build the social media platforms—including setting up the technology platforms, writing starter content and providing graphic design support—and flip the switch to go “live.” And, once your social media tools are up and running, we can also help you maintain these venues by providing monthly technology maintenance, copywriting/design services and PR outreach to keep you site alive and kicking and constantly reaching your target audience(s).

What We Do For You

By choosing to work with us, you’ll have access to a team of experts who can help you with any or all of the following services:

Analysis and Strategy

- **Business analysis**
- **Competitor assessments**
- **Social media strategy development**

Creative Services

- **Copywriting**
- **Graphic design**
- **Public relations**

Technology

- **Programming and customization**
- **Registration of domains, blogs, etc.**
- **Search engine optimization (SEO)**
- **Technology support**

Support & Training

- **Monthly maintenance**
- **Personalized and customized training**

Testimonials

The best endorsement of our work product comes from our clients themselves.

- *"Social media was uncharted territory for me, yet I knew it was a crucial component to incorporate into my marketing strategy for my new business...Social Media 1-2-3 came to my rescue! This is the ultimate in outsourcing for any business professional who wants to get up and running on social media and who wants someone else to manage and maintain it on their behalf."*
- *"I give Social Media 1-2-3 stellar ratings for price, design, timeliness and professionalism."*

Your Team Leaders

Jennifer Krempin Bridgman, *Communications Consultant*



A writer and journalist by background, **Jennifer Krempin Bridgman** has more than a decade of marketing and communications experience in the financial services, health care and legal services sectors. Her creative work has been recognized by the Association of Women in Communications, International Association of Business Communicators and the Legal Marketing Association.



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Brian Doebert, *Technology Consultant*



With more than a decade of experience in the information technology industry, **Brian Doebert** is passionate about helping businesses of all sizes harness technology to achieve their business

goals. An experienced systems engineer and network administrator, Brian holds an M.B.A. with a project management emphasis from the University of Wisconsin – Oshkosh and is a certified project management professional (PMP).



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Together, Jennifer and Brian are uniquely positioned to help you grow your new media strategy. That’s because, as young professionals, we “grew up” working in medium-sized and large business organizations, and so we understand the complexities and competition of the business world. And, as young adults, we also “grew up” in a technological age, and social media is part of our daily personal lives. We bring together the best of both worlds, both personal and professional, for the benefit our clients.