

Digital Marketing Solutions, Inc.

Web Design Services, Internet & SEO Marketing, Web Application Development & CD/DVD Marketing
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INTERNET MARKETING STRATEGIES

Monday, April 05, 2010

Dear Prospective Customer,

Thank you for the opportunity of working with you to create a suitable web solution for your organization. Included is the summarized version of the internet marketing plan per your request.

Since 1995 we have been creating unique web solutions tailored to individuals, groups and businesses. We are not interested in merely creating a website for you; we want to build you a web solution and your satisfaction is our primary concern. We will pursue every available avenue and put forth continuous effort to provide ample support and marketing for your web solution.

Lou, I look forward to maintaining a long-lasting partnership in creating a truly unique web solution for your organization. If you have any questions, concerns or suggestions, I would be happy to discuss them with you or with the Board.

Sincerely,

Phillip Nguyen

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Digital Marketing Solutions LLC

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MARKETING ACTIONS

The most critical obstacle an organization with a new website must overcome is generating traffic to the site. Without help a website can tread water for at least six months before being picked up by a major search engine and posted among the search threads for users to find. We will use several tools to give your website the successful launch it will need:

1. Pay Per Click Service (PPC)
2. Social Networking
3. Articles
4. Press Releases
5. Technical Support / Website Maintenance

Please see detailed internet marketing service descriptions on the following pages.

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SERVICE DESCRIPTIONS

- 1. Pay per click service (PPC).** Pay per click is an online advertisement with major search engines such as Yahoo, Google and MSN. Website managers pay their host only when users click their website thread in the search list. With search engines, website managers typically bid on keyword phrases relevant to their target market. We will open your account providing free setup. We will manage the bidding process and create the statistics report. A financial report will be provided, which will include information regarding your ROI. We will also do a competitor analysis based on key words used on the major search engines.
- 2. Online Social Networking** – online social networking is the process of participating and connecting to other groups and people via an online community. The average Facebook user spends more than 55 minutes per day on Facebook providing a compelling argument for an effective marketing presence. We will provide the free setup of social networking profiles on Twitter, Facebook and MySpace or your choice of the three sites. Facebook has more than 350 million active users and over 700,000 businesses have active Pages. The dominance of Facebook is evident with more than 65 million users accessing Facebook via mobile devices. (Source: Facebook Statistics, 2009.) We will maintain all of your social networking profiles using your preferred content, files and links.
- 3. Articles** - articles provide information to your users while delivering the content packed with the keywords or key phrases to boost your ranking under such keywords. Using your content with adjustments for appropriate keywords we will draft articles to be posted in your website. Internet users will use certain keywords or key phrases to find a website. (Articles will be drafted up to 1,000 words.)
- 4. Press Release** - upon receiving information from you, we will draft a press release for your approval and submit it to the organization/agency of your choice electronically.
- 5. Site Management** - your website will be built with a CMS, so you can manage your own site given that you have designated a person or staff for this important task. However, we can also help manage the site for you. The hours required for this task depend on how often you want your site updated. As the site gets bigger more hours will be needed.
- 6. Technical Support** - once the website is launched, all technical support and updates are free within the first 30 days. At the end of this 30-day period we recommend you purchase a technical support plan, which includes all design, updates and coding to minimize costs.

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SERVICE COST BREAK DOWN

SERVICE DESCRIPTION	MAN HOURS PER MONTH	COST PER HR
Pay per click		\$55
SEO Coding	included	\$55
SEO Linking		\$55
SEO Submission		\$55
Online Social Networking		\$55
Articles		\$55
Press Release		\$55
Site Management		\$55
Technical Support		See Plans
TOTAL		

The above service costs are based on our projected cost for all the services. Customer can customize the above services to meet its needs and its advertising budget. Please note that as time moves on, the needs for SEO services will be less and less because search engines have indexed your website.

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The below standardize packages are for easy selection purpose. You as a customer can customize any of the following marketing package to fit your needs.

ANNUAL MARKETING PACKAGE: BRONZE \$249.75 PER MONTH

- Up to 1000 E-mails per month (\$49.95)
- 4 hours on social media of our choice per month (Twitter, Myspace, Facebook) (\$49.95)
- 5 advertisement banners (2 inches x 1 inches) on the directory of your choice per year (\$49.95)
- 12 search engine submissions to all major directories per year (\$49.95)
- 12 monthly newsletters broadcast to up to 500 customers (\$49.95)

ANNUAL MARKETING PACKAGE: SILVER \$409.75

- Up to 3000 E-mails per month (\$89.95)
- 8 hours on social media of our choice per month (Twitter, Myspace, Facebook) (\$89.95)
- 10 advertisement banners (2 inches x 1 inches) on the directory of your choice per year (\$89.95)
- 12 search engine submissions to all major directories per year (\$49.95)
- 12 monthly newsletters broadcast to up to 1000 customers (\$89.95)

ANNUAL MARKETING PACKAGE: GOLD: \$649.75

- Up to 5000 E-mails per month (\$149.95)
- 16 hours on social media of our choice per month (Twitter, Myspace, Facebook) (\$149.95)
- 15 advertisement banners (2 inches x 1 inches) on the directory of your choice per year (\$149.95)
- 12 search engine submissions to all major directories per year (\$49.95)
- 12 monthly newsletters broadcast to up to 1500 customers (\$149.95)

ENTREPRISE MARKETING PACKAGGE: CONTACT US at 1-877-639-9813 OR at info@digitalmarketingsolutions.com FOR MORE INFO.

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