



Get social!

We'll show you how.



THE WORLD COMPANY®

Establishing and promoting your business on social media networks like Facebook and Twitter has benefits well beyond simply increasing sales. As more and more dialogue shifts online, social media is also the key to boosting customer service, protecting and enhancing your business's reputation, and engaging the local community. That's where The World Company's social media team comes in. No matter where you are along your social media journey, our expertise can help you maximize your social presence and avoid mistakes that could cost you time, money or your reputation. Our team can lead you through the basics, give you tips and tricks for managing and maintaining your social presence, or bring your existing social media involvement to a new level through custom promotions or events tailored just for your business needs.

Account Setup & Training | \$485

We'll set up and customize Twitter and Facebook pages for your business, including a custom Twitter background and icon and one custom Facebook tab. Then, we'll put you in the driver's seat with guidance on building online fans and followers during three one-hour training sessions on making the most of each network.

Stand-alone Training & Support | \$100/hour

Need more advice and ideas for boosting your existing social media presence? Want additional training as a refresher or to show new staff the ropes? We're here to help.

Business Intelligence Report | \$300

Not sure where to start with social media? Want a heads-up on your competitors? We'll do the research for you. Report includes a summary of where you already appear in the social media sphere, a rundown on two competitors of your choice, a look at trending social topics relevant to your business and recommendations on where to go next.

Custom Events & Promotions | \$500 - \$2,000

Leverage The World Company's extensive social network connections to promote your grand opening, contest or other special event. The possibilities are endless, whether through our channels or your social media presence:

- Build up buzz for a grand opening
- Make the most of your customers' connections via contests and tell-a-friend promotions
- Promote Twitter- or Facebook-only specials to maintain a steady flow of online traffic
- Drive customers in-store with Foursquare check-in specials
- And much more!

Twitter Add-on Power Pack | \$25/pack

Limited availability! Dip your toes in social media or reinforce your message with this value add-on to the rest of your ad buy. We'll get the word out about your special event, promo or sale — four tweets over the course of one week on selected World Company Twitter streams, including a link to your Marketplace page, social media profile or Web site.