



## What's Happening Kauai Marketing

Client: Your Company

Email: YourEmail@YourCompany.com

Date: Today's Date

Hello,

I've put this Evaluation/Proposal together for the goals you would like to reach in marketing your business. Obviously, the ultimate goal is to increase the social media numbers to set your company on a path for advertising success. We can definitely help and consult you through the necessary components and integrate them to build a successful business in your industry. Our 30+ years in helping companies become brands through marketing have led us to extending our services to companies such as yours!

We have taken the liberty to check all your numbers on Social Media and search engines - this is what we've found:

- 1.) **Twitter:** 10 Followers and your last tweet was April 29th. For the type of Artist you are this is extremely low. Also, your Follow to Follower ratio is even. We can fix this while building the network. Twitter is one of the most important social media areas for music.
- 2.) **Google Search:** A search returns less than 73 pertinent results. This is very low. This indicates the need for some SEO within the marketing campaign. As we build your followers and page Links this will dramatically increase.
- 3.) **Sound Cloud:** 5 Followers, 4 Tracks and 356 total Plays, Sound Cloud is not being utilized, which means you're missing an integral part of Brand Development, Promotion and Marketing. Needs to be built asap and needs serious integration.
- 4.) **YouTube:** No YouTube Found YouTube should be an integral part of any marketing campaign. Need to build a YouTube Channel.

5.) **Instagram: No Instagram Found.** Instagram is not being utilized properly. Instagram is fast becoming the Twitter of 2016! It's the foundation of viral impact. We must integrate better. This will be done in the process of proper building.

6.) **FaceBook: 4,397 LIKES.** Only 7 new LIKES this week and only 28 People Talking about your page. LIKES need growth at least 15+ minimum and more of a viral effect needs to be emphasized. Also, last post was April 29th and prior to that more than a week earlier. A business FaceBook page is very important. It's the foundation of all marketing and branding.

7.) **Web Site: No Web Site Page Found.** Integration starts with a web site, facebook page and AboutMe functionality. We will build an About Me site that is current and integrates everything pertaining to you.

After evaluating these most important Marketing Integration factors, the conclusion we've come to is that FaceBook by far is your best asset to this point. Unfortunately, FaceBook is an older demographic. The best demographic is Twitter, Sound Cloud, and Instagram. You definitely need a personalized Marketing plan instituted and Consultation and Development in building your fanbase and Social Media network.

We can design a Plan that will highlight, develop, increase and maintain your presence and capitalize on what you've already built with FaceBook. The most important things are to increase your brand on FACEBOOK, INSTAGRAM, YOUTUBE and TWITTER. These 4 are the most essential for a business in the Development process. We can build these 4 into competitive presences on the internet and set up a Retweet network that will help your business "trend" better through targeted and relatable Followers.

**The following are outlines of the services necessary to be rendered, complete with Cost Breakdowns and YOUR special discounted Price:**

1.) **Twitter** Build, Optimization & Integration: We will build Followers through our highest and most intense campaign of 500 searches per day. This generally garners about 75-100 follows per day. We will also setup a "Thank you" message for all the new followers and encourage them to visit Instagram, Sound Cloud, You Tube and Face Book pages. Daily Tweets will be posted about the various happenings of EDMit\_it and a Retweet Network setup around them. In addition, we will send Direct Messages to Followers in a timely fashion (as they follow). Normal Cost \$500 per month (Discounts available). **Your Price: \$\_\_\_ per month**

2.) **Sound Cloud** Build, Optimization & Integration: We will build Followers through our highest and most intense campaign of 100 searches per day (Sound Cloud doesn't allow more than this amount per day). This generally garners about 10-15 follows per day. We will also optimize each song for maximum potential for PLAYS and nudge for chart positions. In addition, we will optimize Follower/Followed ration for best search results. **Included with Instagram or Twitter**

3.) **Instagram** Build, Optimization & Integration: We will build Followers through our highest and most intense campaign of 500 searches per day (Instagram doesn't allow more than this amount per day). This generally garners about 10-20 follows per day. In addition, we will optimize Follower/Followed ratio for best search results and post related Pics and short Videos as necessary. Cost \$500 per month.

4.) **YouTube:** Build, Optimization & Integration: YouTube is very tricky in the way we have to navigate it. Google has all kinds of buffers built in to keep companies from manipulating its View Counter. We use a slow, but steady build process to increase Subscribers. However, through a tool we have gotten approved by You Tube we can Share the videos to at least 200 targeted subscribers per day. Normal Cost: \$500. **Your Price: \$\_\_\_ per month**

5.) **FaceBook:** Build, Optimization & Integration: We will build LIKES through our intense campaign of 800 searches per day. This generally garners about 30-50 Likes per day. In addition, we will post and share to related Groups as necessary. Normal Cost: \$750. **Your Price: \$\_\_\_ per month**

In addition, we track, update and maintain a **TRACKING SHEET** which you can review at any time. It will include all of the numbers on each social media account and their growth from week to week. Obviously, this needs to be an on-going process to maintain growth.

**ALL INCLUSIVE BUDGET: \$800 per month** (3 month minimum)

Here are additional suggestions:

**In-House Radio Network:** We can build an online radio network that can be streamed in your store and run your own personal ads. Shoppers can also tune in at home, in their car or via mobile at anytime.

Thanks

Kristy Kinimaka  
Marketing Consultant  
[WhatsHappeningKauai.com](http://WhatsHappeningKauai.com)