

# MONTH TWO & ONGOING SERVICES





# 45%

CONSUMERS WHO  
FEEL SOCIAL MEDIA  
INTERACTION  
INCREASES  
LIKELIHOOD OF  
PURCHASE

# 92%

CONSUMERS THAT  
READ ONLINE  
REVIEWS BEFORE  
SELECTING A  
BUSINESS

# 93%

ONLINE  
EXPERIENCES  
BEGIN  
WITH A SEARCH  
ENGINE

## ONLINE VISIBILITY MANAGEMENT

### SOCIAL CONTENT MANAGEMENT

We will find and/or create 2-3 relevant content posts per week and syndicate them to to each of your 4 social media profiles.

### Reputation Management/Review Monitoring & Collection

We will monitor the web for mentions of your brand and website in order to protect your reputation. We will assist with conflict resolution on any negative brand issues. We will install a customer review widget on your website to enable the collection of moderated feedback. Negative reviews remain private for internal mitigation. 4 and 5 Star reviewers will receive an automated share request to post to public sites such as Google +, Facebook and Yelp. Positive reviews are also syndicated to your social profiles (syndication requires social content management). Additional reviews will be requested monthly via email campaigns to monitor customer sentiment.







## Web Directory Management

We will create and manage your business listings across a network of 300+ web directories (sites such as Google Maps, Yelp, Yellowpage.com, etc) to ensure complete, accurate and compelling information

## SEARCH ENGINE OPTIMIZATION – OFFSITE PROGRESSIVE SEO

We will manage your offsite citation building process and create new backlinks to keep your website visible in the top of the search engines. Once we have acquired top rankings for your top keywords, we will build progressive landing pages to expand your reach for other keywords and/or cities to continue your organic ranking growth.





# PAID SEARCH & SOCIAL MARKETING



**N.O.A**  
www.noa-global.com





## SOCIAL & SEARCH



### FACEBOOK

More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. We will create and manage a targeted campaign that will reach your audience based on their location, age, interests and more.



### YouTube

YouTube is the second largest search engine with over 3 Billion monthly searches. It's larger than Yahoo, Bing, Ask and AOL combined. We will create and manage a targeted video campaign that will reach your audience based on their location, age, interests and more.

### AD ROLL



Retargeting, also known as remarketing or haunting ads, keeps your brand in front of website visitors after they leave your site. We will create and manage a retargeting campaign to improve conversion, repeat business and customer loyalty.

93%

MARKETERS USE  
VIDEO FOR ONLINE  
MARKETING

92%

MARKETERS USE  
FACEBOOK  
ADVERTISING

72%

RETARGETED USE  
ARE MORE LIKELY  
TO CONVERT