



SOCIAL NETWORKING

Social Networking is taking the world by storm. A Social Networking site is a website that focuses on building and developing social relationships among people who may share common interests.

Be Social. It's the New Wave of Marketing.

Because so many people are now using Social Networking websites so frequently, businesses must now give time and effort to using these websites as marketing tools in addition to conventional marketing methods. Below we present 3 of the most popular Social Networking websites and our packages that allow you to take advantage of their marketing potential.



WANT MORE SOCIAL NETWORKING?

Hitela can provide more Social Networking account setups, maintenance, planning and other services for a rate of \$75/hour.



FACEBOOK »

Facebook is a website intended to connect friends, family, and business associates. More specifically, it is a set of online tools that allows its members to easily share comments, photos, videos, and information about events, special dates, and common interests, while allowing customization of who can and cannot see specific shared information.

Having a Facebook presence keeps your business or event in minds of those Internet users who are on Facebook all the time. You will be able to post news, photos and other items on your Facebook page whenever you want, but the real power is in its viral marketing potential. When people perform activity on your Facebook page, their friends will see this activity through news feeds and will possibly gain interest in your Facebook page as well, and then possibly their friends, and so on. Facebook is possibly the best new-age marketing tool on the web today.

Start-Up

- ◆ Facebook page setup
- ◆ Suggestions of how to best use your page what to add to it
- ◆ Suggestions of how to best use your page

\$129.95

one-time fee

Maintenance

- ◆ We post to your page twice/month plus perform all other maintenance to your page and friends list. You never need to touch a computer.

\$249.95

/quarter



TWITTER »

Twitter is a website which enables its users to send and read messages called tweets. Tweets are text-based posts of up to 140 characters. Tweets are visible by anyone who visits the Twitter website by default, however senders can restrict message delivery to their "followers". Users may subscribe to other users' tweets—this is known as "following" and subscribers are known as "followers".

Businesses can use Twitter to send tweets to all of their followers at any time. Because followers can easily set up tweets to be received on their phones and other mobile devices, you can reach many people more instantly than with many other social media tools. Tweeting can be useful when you want to make a short announcement, such as "new feature added to our website—check it out NOW" or something similar.

Start-Up

- ◆ Twitter account setup
- ◆ Suggestions of how to direct you tweets and how often
- ◆ Training videos

\$129.95

one-time fee

Maintenance

- ◆ We send tweets for you twice/month plus perform all other maintenance to your account. You never need to touch a computer.

\$249.95

/quarter



YOU TUBE »

YouTube is a video-sharing website on which users can upload, share, and view videos with each other. One user can upload unlimited videos to his/her "channel" which anyone can then watch. YouTube has very powerful web servers, making the videos that are uploaded and played from YouTube's website very quick to load.

If you have videos that they would like to make public, or if you would like to make a video but are concerned of how it would get into the public eye, YouTube would likely be the answer. Although YouTube does not allow videos that are solely for marketing purposes, a you can still earn a strong web presence by creating an uploading semi-educational videos or comical videos that are still branded with your company's name and logo. YouTube videos can also be displayed on your website while still residing on YouTube's servers.

Start-Up

- ◆ YouTube account setup
- ◆ Suggestions of types of videos to make/upload, how often, & estimated time involved
- ◆ Training videos

\$129.95

one-time fee

Maintenance

- ◆ We create one short video per quarter for your business and upload it plus perform all other account updates. You never touch a computer.

\$899.95

/quarter