



# Platinum PR

Only \$1495/month!

## INCLUDED WITH MONTHLY SERVICES

### **2 Articles and 2 Blogs WRITTEN FOR YOU!**

We all know that current, relevant information is what people are looking for and the greatest way to do business with them is to get information out there that meets that standard. Blogs and articles are a great strategy to provide that content.

You may have heard the term “blogging for dollars.” If you have, you may have wondered why you didn’t make any money when YOU blogged? While in some cases Blogs are constructed to make money from ads embedded in the Blog itself, in the vast majority of cases, the Blog’s purpose is to speak to your readers in a manner that will bring people back to your website where you will be able to begin a relationship with them. Our trained writers will not only write these blogs and articles according to what is current and relevant in your particular industry but they will also seed them with your specific keywords, which we all know is of the most important steps! And this is all done completely for you!

Look, we know that you can write your own content, and we encourage you to do it too! But, we all know that when it comes down to it, if you have to choose between sitting down to crank out a new article or blog, or meeting with a new prospect or client, you’re going to meet with the prospect or client. As you should! But, you’re really selling yourself in the long run as a good article or blog sent out into the online world to bring back business, in the end will bring you lots of new clients and prospects. This is the true power of PR leverage letting it act as your credible sales force. Adopting our system you will no longer have to agonize over it, let us systematically do it for you, on the schedule that will bring you the most traffic, while you do what you do best and bring in dollars today!

### **Online Celebrity PR (4 per month)**

The only thing better than having content produced for you on a schedule, is repurposing the content to drive even more traffic. We do this by writing and syndicating a press release about each article and blog we produce for you. You don’t have to worry about it; we just handle it all for you and send another 4 press releases out into the online marketplace. When this happens, the press release repeats the key information you were trying to get out to prospects and will once again embed your proper key words to attract their attention. This is 4 more times we will be adding content to you search pages which moves you into higher page ranks where your message can attract more attention to drive more traffic and credibility right to you!

### **PR On Call (4 per month)**

Most people don’t think they have anything newsworthy so they don’t send out press releases. The problem with that thinking is that it is outdated. Originally, press releases were only used to get the word out to mass media (television, radio and newspaper). So if you didn’t have something that everyone would be interested in, then you didn’t send out a release. All of that has changed because mass media has been primarily replaced for most businesses by targeted media and Social Media.

The mass market may not care at all that you received a local civic award or that you closed a new deal, but your targeted personal fan base of clients and prospects will. Why? Because, it reinforces their great decision of having selected you as the person to do business with in the first place and for prospects it helps them pick you over others who have less press on your important search pages. Press is now micro-targeted and this is your opportunity to shine.

Our trained writers will write a keyword-seeded press releases for you and release it to thousands of media outlets on the web that will consider your story for republishing to their audience. Once these stories get republished, your relevance soars in search engines. Imagine your clients and prospects searching the Internet for more information on your company, only to be bombarded with the press that you want them to see! The way press releases are written, they are viewed as additional 3rd



party credibility, so they'll help your prospects and clients KNOW that they're making the right decision by working with you.

You will get our PR Newsroom hotline number and email address to let us know when something new has happened in your business, industry, marketplace or anything else that has happened to you that would make a great Press Release for you. If you sign a new client, you should put out a press release. If you get booked to speak at a local or national event, you should put out a press release. If you get an award, launch a new marketing campaign, sponsor a local charity or sports team, make a big sale—you get the point, any and all of these occurrences are a great reason to put out a press release online to drive traffic and credibility to you, we will not only teach you what to look for our award winning writing staff will write it all up for you!

## **Social Media Marketing with Lindsay's Proprietary Circular Marketing™ and Custom Link Builder**

People buy People. Social Media Management helps develop a relationship with your current customers, potential customers and you/ your brand. We use the latest Social Media strategies as a tool to develop quality relationships, collecting valuable information and having your fans take charge. Keeping your social outlets current, up-to-date, creative and fun can be an exhausting responsibility that should not be handled casually. **With our Custom Link Builder we're going to maximize the number of quality backlinks your website gets to increase your Google ranking and drive even more traffic to your website.** We also monitor all "buzz" surrounding your brand and help leverage your brand identity to generate interest and action among your current and potential clients.

## **Social Media Influence Report**

Each month you will receive a detail social media report that shows where your blog, articles and press releases have been posted and picked up as well as activity on your Facebook and Twitter accounts. To keep you on top of your online content and your progress in the search engines, this report will also show the latest relevant Google index results based on your syndicated blogs, articles and press releases.

## **Monthly Strategy Session with Lindsay**

Online strategies are constantly moving and so should you- we're here to help! Each month you will be able to set up a 30-minute strategy session directly with Lindsay to not only get your questions answered about social media, online PR, SEO but also, setup game plan for your online PR.

## **Done For You Text Updates**

With our DONE FOR YOU text updates we take care of all the work for you! We will make sure that any article, BLOG, press release, and any other text-based content is posted to your Website. We make every attempt to get updates done within 48hrs but need it sooner? Just ask your assigned account manager and we'll do everything we can to make sure it's up as soon as you need it. We can also change fonts, headlines, email addresses and much more!

## **Done For You Graphic Updates**

With our DONE FOR YOU graphic updates you'll never have to look for another web designer again (and without nickel and dimed at their hourly rate for ever minor change!). Sometimes you just need a graphic changed or a new staff member added, and in the past it was probably a costly hassle. Not anymore! Just tell us what you need and we'll work with you to get it done!

## Monthly Ezine

Ezines, or online magazine, are a tool used for staying in touch with the person whose name you have captured from your website. We take care of designing and delivering the Ezine directly to your current and potential clients. Delivering an Ezine in the proper format, at the proper time intervals, allows you to continually connect and stay in the forefront of their mind. Constant contact with your consumers using relevant content is one of the most powerful proven ways to keep clients and get new ones.

## Search Engine and Directory Submission

We will submit your website to all major search engines as well as a targeted group of relevant Internet directories designed specifically for your needs to ensure that your website is “crawled” and indexed properly, which helps you to gain optimal search engine rankings.

## \*\* BONUS #1 Lindsay’s SEO and SMM Update

Keep up to date with the latest SEO (search engine optimization) and SMM (social media marketing) strategies to help launch your business to the top of the search engines.

## \*\* BONUS #2 Lindsay’s Secret List of SEO and SMM Plugins & Updates

New plugins are always being created; however, with Lindsay’s secret list of plugins, she will not only unveil the ones she is currently using on her own sites that have been tested and proven to increase website traffic and rankings; she will go ahead and upgrade your site’s capability every time she does her own! These plugins are one of the KEYS to maximize the power and function of your website.

## \*\* BONUS #3 FREE Website Hosting, Email Hosting & Database Management

Website Hosting, Email Hosting & Database Managements takes the work out of running your Website. We’ll make sure you Website and email are always running properly and we’ll set up a back-end system that allows you to keep track of important customer and prospect data including name, phone number, email address, physical address and any other custom field you desire.