

Social Networking Services Agreement

THIS agreement is between **The Marketing Shop.com**, (Developer) and _____,
(Client) for the domain of _____ on this the _____ day of
20_____.

Social Networking (SN) Services

Online Identity Management (OIM)

- **Online Profile Development:** Developer will use the Online Profile Worksheet to establish an identity for your Social Networking Platform. This Profile serves as a guide for our future SN efforts and can be adjusted from time to time as trends change and as we discover more effective attributes for inclusion.

Social Networking Marketing Strategy Development

- **SN Marketing Plan:** Developer will create a comprehensive Plan for achieving your Social Networking goals. This plan serves as a standard guide for all who work on your Social Networking Platform.
- **Push Lead Generation:** Developer will develop Calls-to-Action, goals and objectives of your SN Platform for a streamlined lead generation approach for all social outlets on the web.
- **Ongoing Testing:** Developer will test options for Social Networking in terms of posts, blog content, quotes, questions, friending techniques and ad placement to achieve criteria for future best practices. Results of such tests will be recorded and provided to the client for review.

Building Web Channels for Social Networking

- **Online Target Market Channel Development:** Developer will assist Client in creating “Web Channels” consisting of people that match the demographics of Client’s target market.
- **Socialize with Individuals, Companies and Resources within Target Market:** Using a variety of Social Networks, Developer will locate, network and socialize online with those within Client’s Target Market Channels.
- **Channel Building:** Developer will engage in the process of gathering, friending and socializing with individuals within your target market, as well as locating “network hubs” or powerful individuals who will have the biggest reach within your target market; and gathering targeted individuals into Client’s Channels for ongoing marketing efforts.

Social Networking Tasks

- **Channel Content Development & Distribution:** Developer will determine the information that most appeals to Client’s Channels, develop such content and distribute the content in form of Blog Posts, Comments and Social Networking posts.
- **Friend, Follower, Post & Comment Management** – Developer will interact within social network by managing Friends, Followers and Commenters. Developer will respond to questions, comments, posts and friend requests.
- **Social Networking Tasks:** Developer will handle various accounts for client including Facebook, Twitter, LinkedIn, ActiveRain as well as venture out to new social networks and existing well-trafficked forums and blogs.

Social Networking Advisory

- **Social Networking Consulting:** Developer will consult by keeping Client aware of upcoming technology, trends and news as well as making ongoing recommendations to you regarding the state of the SN Platform.
- **Social Networking Training:** Developer will work with client to create thoughtful posts which increase the believability and personability of generic content for better results.
- **Social Networking Report:** Client will be provided with a Monthly SN Report with a detailed showing of all tasks performed and the results of such tasks to the extent that they can be accurately measured.

Payment for Monthly Services

Monthly Social Networking Price:

Hours Spent Monthly:

Start Date:

Monthly Recurring Fee Processing Date

CREDIT CARD BILLING

I authorize **The Marketing Shop.com** to bill my credit card as statement above.

Credit Card Type: _____ Expiration Date: _____

Credit Card No: _____ 3 Digit Code: _____

Cardholder: _____ Zip Code: _____
(as shown on card)



SIGNED and AGREED on this the _____ day of _____, 20_____.

CLIENT

Authorized Signature

Printed Name

Title

Address

City, ST Zip

Phone

Fax

Email

DEVELOPER

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