

# GHOSTFROG MEDIA

## Price Menu

## Search Engine Optimization

	Local 1	Local 2	Regional 1	Standard	Professional	Premier
<b>Reporting and Software</b>						
Ghost Frog Media Reporting	✓	✓	✓	✓	✓	✓
Onsite Recommendation Report	Basic	Basic	Basic	Detailed	Detailed	Detailed
<b>SEO Link Building</b>						
Target keywords	4	6	12	18	20	22
Monthly articles written	1	3	4	6	10	14
Monthly blog posts written	2	3	4	6	6	8
Monthly content blurb for RSS	2	4	8	10	10	10
Monthly content submissions	25	50	75	100	200	400
Blog comments (optional)	✓	✓	✓	✓	✓	✓
RSS Promotion	✓	✓	✓	✓	✓	✓
Social Bookmarking	✓	✓	✓	✓	✓	✓
Writer Pool	Standard	Standard	Standard	Premium	Premium	Premium
Support	Phone	Phone	Phone	Phone	Phone	Phone
<b>Monthly Price</b>	<b>\$400</b>	<b>\$700</b>	<b>\$1,000</b>	<b>\$1,500</b>	<b>\$2,500</b>	<b>\$5,000</b>

### Upgrades to Premium Writers

Local 1 Premium Writer - \$50 extra / month

Local 2 Premium Writer - \$75 extra / month

Regional 1 Premium Writer - \$100 extra / month

## Pay Per Click Management

	PPC Launch	PPC Starter	PPC Basic	PPC Pro	PPC Advanced	PPC Custom
<b>Media Spend</b>	<= \$250	<=\$1000	\$1001 - \$5,000	<=\$10,000	\$10,000 - \$25,000	>\$25,000
<b>Reporting and Software</b>						
Setup	✓	✓	✓	✓	✓	✓
Ongoing Campaign Management	Setup Only	✓	✓	✓	✓	✓
Search Engines Supported	Google	Google	Google, MSN, Facebook	Google, MSN, Facebook, Marchex, LinkedIn, Ad Exchanges and other niche advertising platforms.		
Keyword Adgroups	10 keywords max*	10*	25*		100*	Unlimited
Retargeting	✓	✓	25*	✓	✓	✓
Contextual Display Ads				✓	✓	✓
<b>Campaign Goals (select one)</b>						
Maximize Clicks	✓	✓	✓	✓	✓	✓
Cost Per Conversion (Lead / Phone)		✓	✓	✓	✓	✓
Maximize Return on Ad Spend				✓	✓	✓
<b>Reporting &amp; Customer Service</b>						
Account Review Meetings	Email Report	Email Report	Email Report	Monthly Phone Call	Weekly Phone Call	Weekly Phone Call
Custom Reporting (if needed)				Extra Fee	Extra Fee	Extra Fee
Ghost Frog Media Reporting	✓	✓	✓	✓	✓	✓
<b>First Month (startup)</b>	<b>\$200</b>	<b>\$500</b>	<b>\$850</b>	<b>\$1,700</b>	<b>\$3,250</b>	<b>Call</b>
<b>Monthly Price</b>	<b>\$0</b>	<b>\$350</b>	<b>\$550</b>	<b>\$1,050</b>	<b>\$2,200</b>	<b>Call</b>

\* Keyword research is an additional \$99

## Local Map Optimization (Local SEO)

	Verify Only	Updates Only	Citations & Updates
<b>Claim Listings</b>			
Google Plus Local	✓		
Bing	✓		
Yahoo Local	✓		
<b>Ongoing Updates</b>			
Coupons (posted on Google, Yahoo & Bing)			✓
Updates business content (video, phone, etc.) when requested (Google, Yahoo & Bing)			✓
<b>Citation Building</b>			
Submission to InfoUSA and Acxiom, which feed most local directories	✓		✓
Monthly manual citation building			✓
<b>Reviews</b>			
Review and Respond to Reviews			✓
<b>Reputation Management</b>			
Social media monitoring to watch for negative content			✓
<b>Price</b>	<b>\$200 - One Time</b>	<b>\$50</b>	<b>\$250 / month</b>

\* Includes YP.com, CitySearch.com, SuperPages.com, MerchantCircle.com, InsiderPages.com, Local.com & Yelp.com

## Social Media Management

	Monitor Only	Post	Interact	Community
<b>Monitor</b>				
Monitor social mentions on the web	✓	✓	✓	✓
Alerts for all or only negative mentions	✓	✓	✓	✓
<b>Post Content</b>				
Quarterly call to develop editorial calendar				
Post to Twitter, Facebook, YouTube and/or Google+ <ul style="list-style-type: none"> <li>▪ Relevant, timely industry news, blogs, articles, fun facts, quotes, videos and pictures</li> <li>▪ Post links back to your website or blog announcing new content, promotions or company news</li> </ul>		<b>3/Month Agreement</b>	<b>3/Month Agreement</b>	<b>3/Month Agreement</b>
<b>Interaction</b>				
Responses to questions and messages			✓	✓
Comments and/or likes on relevant groups or pages			✓	✓
@' mentions of relevant, high-profile or well-connected community members			✓	✓
Thanks for retweets (RTs) and mentions. RTs of relevant content from your Twitter stream			✓	✓
Questions, polls and other conversation starters. Messages to community members as appropriate.			✓	✓
<b>Community Building</b>				
Aggressive management of follow/unfollow, like metrics				✓
Follow/connect with customers, other people in your target market, follow-back relevant followers				✓
Setup Facebook landing page and exclusive content for likers				✓
@' mention prominent and/or well-connected users and industry leaders				✓
<b>Reputation Management</b>				
Build task for any negative sentiment social mention for business to review and respond to.		✓	✓	✓
<b>Monthly Price</b>	<b>\$100</b>	<b>\$350**</b>	<b>\$650**</b>	<b>\$1,000**</b>

\*\*Basic Facebook, Twitter, Youtube or Google+ setup is included in monthly price. Custom backgrounds or pages will be quoted separately

## **Additional Services**

Website Design/Development

**Please Call for a Quote**

Graphic Design

**Please Call for a Quote**

Email Marketing

**Please Call for a Quote**

Brand Development/Management

**Please Call for a Quote**

Public Relations

**Please Call for a Quote**