

*Build your online brand with
Social Media Marketing
Solutions from*

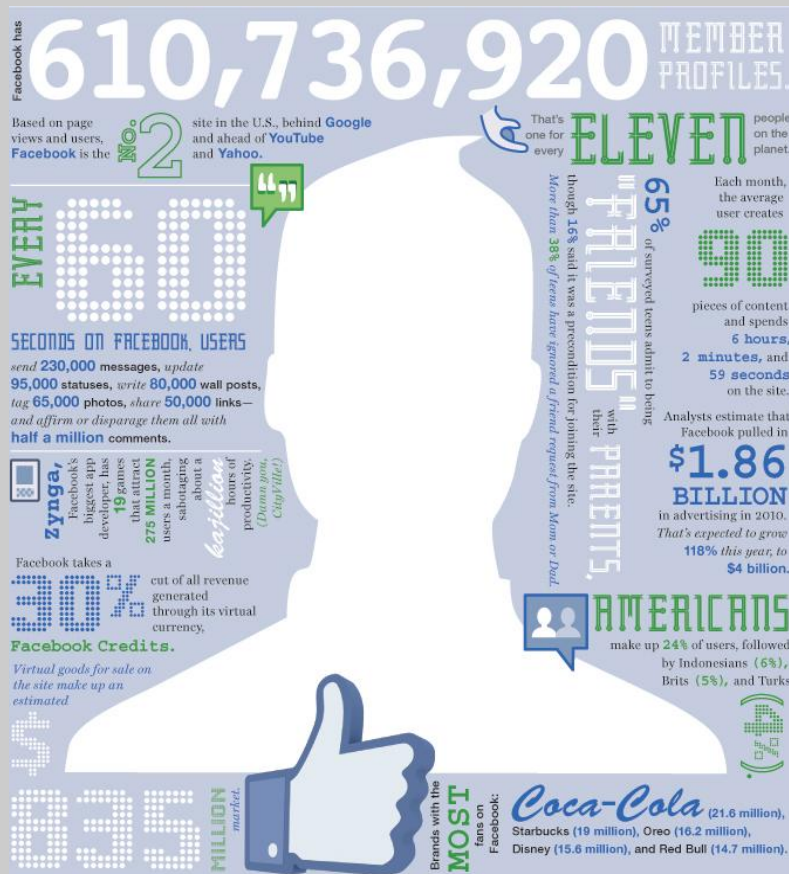


CREATE YOUR FIRST SOCIAL MEDIA PROFILE

Halo Technologies
 200 Southern Main Road,
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Why set up a Facebook Business Page?

- Build your brand
- Pages can be customized to suit the individual business
- It's an inexpensive way to engage & inform customers
- Special deals & offers are immediately sent to customers
- Lifetime support from Halo Technologies
- More than 4 million users become fans of Facebook pages everyday



Halo Technologies is pleased to offer you our Social Media development package which is structured ideally for businesses and organizations now venturing into the world of online trade and ecommerce, or those that have been in operation for years.

It can be successfully utilized by companies that already have a web presence but are also looking for new & innovative ways to draw clients to their businesses.

Advertising is a crucial part of marketing a business and the latest marketing trend is using the social networking sites to publicize the business.

Social media gives brands an unlimited opportunity to interact with consumers. Exponential growth is now realistic with the implementation of sophisticated social media marketing strategies.

As the Internet grows in importance, it is becoming necessary for every business to make its presence felt. This is a task that requires a lot of time and research. It may be difficult for you to look after your business and its marketing at the same time. For the sake of convenience, one can now outsource social media marketing to another company at an affordable price.

Halo Technologies can create your Facebook Business Page as well as provide you with unlimited monthly updates **starting at \$3,500.00** per year.

CREATE A CUSTOM FACEBOOK LANDING PAGE

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Why should your business have a custom Facebook landing page?

- Highlight a call to action
- Drive interest in current promotions, events & products
- Originality
- Personalize your company in an impersonal world
- Welcome visitors to your page
- Highlight special offers for "liking" your page

The first page people see when they come to your Facebook Business page (aka: your 'landing page') is the most important, why not make an impact, with a custom design?

Custom pages have a huge impact on your visitors and give a professional front for your business or interest.

A custom landing page can help drive web traffic, add value to your online marketing efforts and increase sales.

Custom Pages are a proven way to:

- Gain More Fans
- Increase Your ROI
- Impress New People
- Look More Professional
- Increase Web Traffic
- Build Your Email List

With prices to suit even the smallest budget we can create a cutting-edge first impression for your page, no matter what your page is about.



Anatomy of a Landing Page

TARGET YOUR CUSTOMERS WITH FACEBOOK ADS

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Why use Facebook Ads to target potential clients?

- *You can geo-target your ads*
- *Key in on users via specific words in their profile*
- *Test different versions of your ad to see what works for your unique business*
- *Available cost structuring options*
- *There are over 100 million users currently accessing Facebook through their mobile devices*

Facebook has grown in leaps and bounds over the years and today, it shows real promise in helping businesses and organizations reach vast amounts of online users. Facebook Ads leverage the power and viral nature of Facebook's



feed systems by serving relevant stories when users' friends take actions with a Facebook Page or Application. Simply design your ad text and image, choose your targeting options, and Facebook will automatically deliver your ads to users in your desired audience throughout the site.

Besides making an immediate sale, many businesses always look to

generate leads to sell complex products and services; with Facebook Ads, you can do so effectively. A successful marketing strategy cannot be complete without making the presence felt online

To learn more and get started, create a campaign.

By paying a little amount each month, you can outsource us to publicize your business on your behalf.

For a budget of **\$2,500.00 per month**, Halo Technologies can create Facebook Ads that targets at least 2.5 million users based on the demographics you choose.

FACEBOOK ADS: FAQ'S

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What we can do for you

- *Create powerful social media campaigns that will intelligently increase your traffic*
- *Prepare your online plan and marketing strategy with special recommendations, tailor made for your specific needs*
- *Focus on making your social media plan much more than just marketing, we think about communications, public relations, customer service, insight & new product development*



How much do Pages & Ads costs?

Facebook Pages are free to create and maintain.

Even though this is a free service offered by Facebook one needs to be dedicated by making updates to the Facebook page monthly. This is a time consuming job. Halo Technologies offers you a quick an easy solution in which we take this burden from you allowing us to focus on your online marketing and you to focus on running your business.

Facebook is a destination site geared to building relationships and communicating with others. If you want to build a brand, you can do so effectively with Facebook ads and later by engaging your community of fans.

There is no set cost for Facebook Ads. Halo Technologies helps you to plan and budget your spending for your online marketing campaign using Facebook.

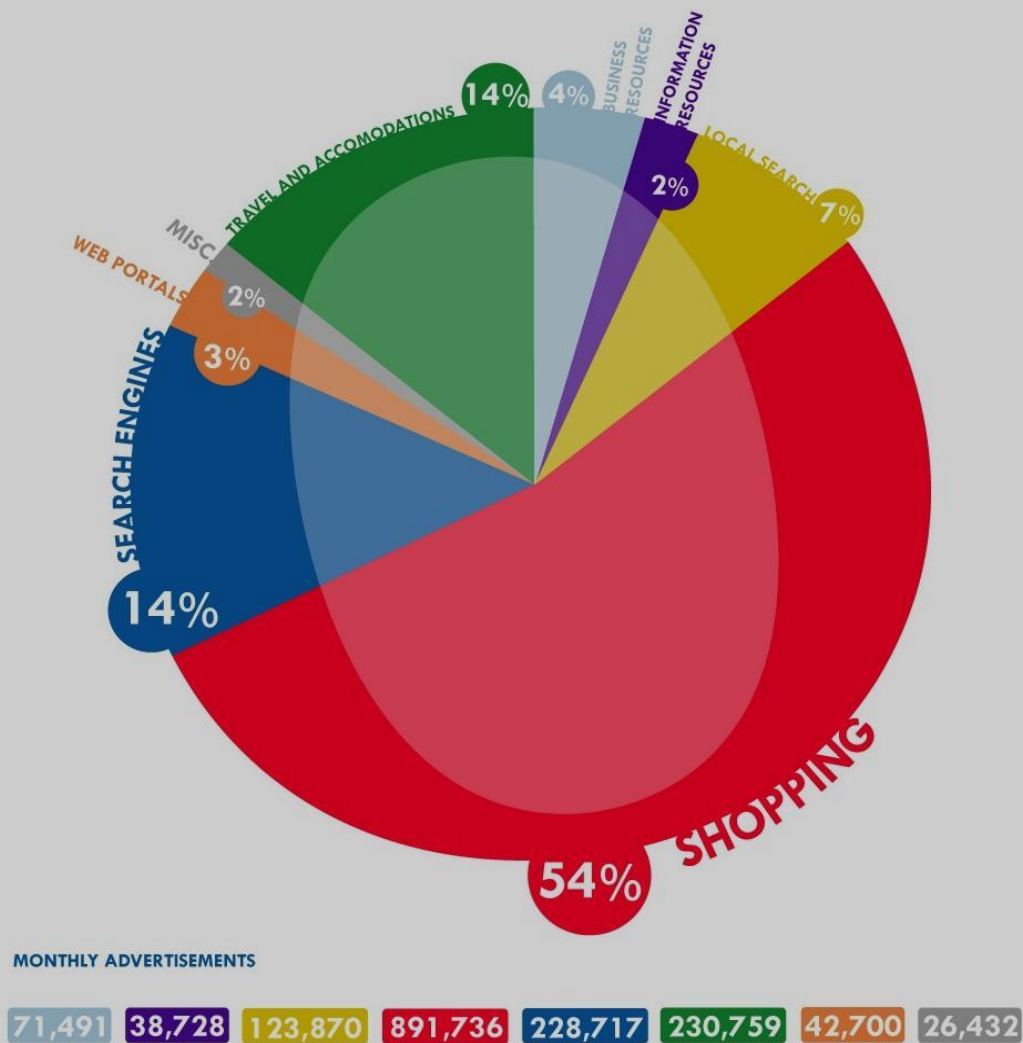
How can I target my Ads?

You can target your ad by location, sex, age, keyword, relationship status, job title, workplace, or college. As you select each targeting criterion, we will display the approximate number of users that your targeting encompasses.

GOOGLE ADWORDS

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Adwords is a Google service, in which you can market your website by using customized, premium placed advertisement links. Yours ads are created based on keywords, which are words or phrases related to your business. When people search on Google using one of your keywords, your ad may appear next to the search results; now you're advertising to an audience that's already interested in you!



[Who uses Google AdWords? – Breakdown by Industry](#)

GOOGLE ADWORDS (cont'd)

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The first step to using Google Adwords is to create your ad. Halo Technologies can create ads using both image and text formats. We can also incorporate the right keywords to ensure that the chances of a visitor finding your website are in your favour.

Your ads will appear within direct Google search results pages, under "Sponsored Links" in addition to Google's wider advertising network.

We understand how critical online visibility is for the success of businesses in today's market. With Internet usage growing at a minimum of 100% in every populated world region, web presence can generate numerous competitive advantages.

There is no fixed cost for this service; it all depends on what you are willing to set aside as your budget.

However, starting at \$1,500.00 per month Halo Technologies will get your website marketed online on the most popular websites that local consumers access. Your website will be advertised on sites such as Google, Trinidad Express, Trini Tuner & many more.

**"Your brand is no stronger than your reputation, and will increasingly depend on what comes up when you are Googled."
- Allan Jenkins (Global Communications Consultant - 2009)**

SEARCH ENGINE OPTIMIZATION (SEO)

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Why utilize SEO for your website?

- *Website promotion*
- *Improved competitive edge*
- *Boost sales & increase your return on investment*
- *Save time & money*
- *Experience an increase in motivated & interested customers*
- *Unlike TV, radio or print, SEO is not a one-time exposure to a hurried & disinterested audience*
- *86% of the world's Internet users search for products & services on search engines*
- *It's a powerful marketing tool that requires minimal effort on your part...we do the work for you!*

Search Engine Optimization (SEO) improves the visibility of your website. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

If your website does not have a good ranking on the Search Engines then your competitors are getting potential business that could be yours.

We recognize that each business has unique business goals, budgets and revenue objectives and that each will have specific Search Engine Optimization needs based on initial website status. We customize our clients' campaigns to best meet their specific needs.

Among our diverse clientele, we have established a reputation for results. We care about the success of our clients and know that at the end of the day each SEO campaign should deliver rankings that result in returns.

Web Performance delivers results! Your search engine results can be dramatically improved, you just have to know what the search engines want and provide it for them.

Halo Technologies SEO solution can be offered as part of the web hosting account that will increase web traffic to your site. The features of this are:

1. Bring more traffic to your Web site
2. Increase customers by targeting your local audience
3. Get your site listed on major search engine rankings
4. Keep customers coming back with Express Email Marketing
5. Measureable results

