



### Five Sparrows LLC

3889 Hartland Hills | Hartland, MI 48353  
Toll Free: 877-451-0145 | Office: 810-923-1874  
Fax: 810-746-0031 | [www.fivesparrows.com](http://www.fivesparrows.com)



# ConnectPLUS

Integrated Social Marketing (ISM)<sup>™</sup> for Small Business

## Friends in ONLINE places!

Social networking sites like Facebook, Twitter, LinkedIn, and YouTube have become effective marketing channels for small businesses today. If your small business is not yet connected to the online social scene, you could be missing out on a great source of new leads, additional web site traffic, and a way to reach more customers than ever before!

Now, Five Sparrows makes it EASY to get your company connected with the most influential social networking sites to give your business additional exposure, turbo-charge your existing marketing initiatives, and provide a streamlined communication channel with your customers.

ConnectPLUS is a new service that provides your business with up to three complete online social networking profiles, plus integration services to connect them to each other, to your web site, and integrate them with your existing marketing initiatives.

Our integrated approach means that each time you perform a marketing "action" (e.g., sending an e-newsletter or posting online), that action spreads to many places online, and can keep spreading further because of the viral nature of social networking. It's a powerful way to promote your business to the places where your customers are already spending their time - online!

With ConnectPLUS, your business can have a strong presence on Facebook, Twitter, LinkedIn, and YouTube, as well as in search engines like Google and Yahoo, and on blogs, customer review sites, etc.

So use the power of social networking to your advantage, and sign up for ConnectPLUS for your small business today!



### ConnectPLUS Includes:

- 1 complete Facebook business profile
- 1 additional enhanced custom tab in Facebook
- 3 customized Facebook applications
- 2 additional complete business profiles (on your choice of LinkedIn, Twitter, YouTube, or Industry-specific sites)
- Integration of your Facebook profile with your other business profiles
- Integration of all 3 business profiles with your business web site

### ConnectBASIC

This is a good starter option for clients that want to start out more slowly with social marketing, but it does NOT include any of the integration work that makes social networking so powerful as a small business marketing and communications tool:

- 1 complete Facebook business profile
- 1 additional enhanced custom tab in Facebook
- 3 customized Facebook applications

### Connect Maintenance

For clients who want ongoing assistance with their social networking profiles, our maintenance plan:

- Is available monthly or quarterly
- Includes six profile updates (per month or per quarter)
- Includes updates to Facebook or other profiles, Twitter "tweets", cross-linking resources, new initiatives or features, etc.