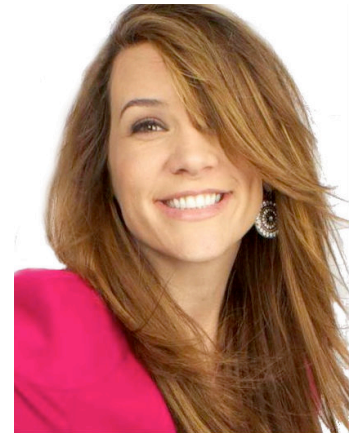


Monthly SMO Program

dotJenna's [Monthly SMO Program](#) (Social Media Optimization) is designed to get your business results through social media marketing. We work with each of our unique clients individually using dotJenna's [7 Steps to Social Media Success](#) to build a network of adoring fans for your business online. Our goal is to "make you famous among your target market."

dotJenna's 7 Steps to Social Media Success

1. Branding You
2. Locating Audience (Target Market)
3. Attracting Audience
4. Captivating Audience
5. Bonding with Audience
6. Converting into Clients
7. Continuous Engagement



Who Is dotJenna?

As a [Social Media Expert](#), dotJenna has grown her own network to over 20,000 engaged friends, fans and followers as she engages with thousands of people every day around the world. She trains small business owners and sales professionals in the art of social media marketing daily and speaks at prestigious events and universities across the United States. Her e-book, **Facebook Marketing**, gives would-be to advanced marketers specific blueprints for success through her insightful tips, advice and first-hand theories. Her coaching programs teach her original ideas, principals and philosophies to hundreds of small business owners every day. She also has a line of social media information products under development that's being positioned for worldwide distribution.

dotJenna was named [87th Most Influential Person Online for 2011](#) by Fast Company Magazine. She has been working in the web marketing since the internet started as a pioneer in SEO, lead generation and social media sales & marketing. She is CEO of [The Marketing Shop.com](#), an SEO website design and development company she founded in 2004. Watch the inspiring story of how she got to where she is today through social media marketing. [dotJenna's Story](#).

Why dotJenna?

Why would you choose dotJenna to manage your SMO Program over any other company? That's easy! **dotJenna is THE AUTHORITY on Social Media for small businesses!** She has a proven track-record and is sought after to speak on social media marketing across the United States. She is considered a "thought-leader" and her theories are distributed and being implemented in thousands of businesses nationwide, including by social media marketing professionals.

Our approach is different from your typical SMO program because dotJenna approaches social media from the perspective of a sales person. Her 20+ years in direct sales lends to her savvy when it comes to selling your business online to prospects in your target market. Mix her sales expertise with



her web savvy and technical abilities, and you have a unique combination that cannot be surpassed by the typical technical expert.

Social media takes personality, and lots of it. dotJenna pours her vibrant, enthusiastic, positive personality into every campaign she undertakes. She knows the psychology behind human attraction and garnering attention in noisy environments, and strikes the right balance between being social and informational. dotJenna is literally writing the book on Social Media Marketing for Small Business.

About Our SMO Program

We work the SMO of our clients on a daily basis. Our goal is to help you build a network of those in your target market who are engaged and “in love” with your business brand.

- Add those in your target market to your network daily.
- Post relevant, engaging content daily.
- Engage with your target market daily.
- Provide Monthly Progress Reports.
- Work with Facebook, Twitter, LinkedIn, YouTube, WordPress & more.
- Advise client as to ways to better digitize internal processes for more social media exposure.

SMO Process

Each [SMO Program](#) is set-up individually, depending on the needs of the client. Most of our clients benefit from an **Small Business Facebook SMO Program**, followed by Twitter and Custom Email Marketing. You may consider starting out with Facebook Marketing, and adding on more SMO work as your network grows. We have specific philosophies and recommendations for each client, depending on the nature of your business. Contact us to find out how we would structure your Monthly SMO Campaign. Email: dotJenna@gmail.com or Phone: 972-510-9177.

The minimum fee for our SMO Program is \$500 per month with a \$500 set-up fee. This includes daily posts, daily network building and engagement with your target market. All work is top-notch and conducted by seasoned sales professionals.

SMO Measurement

SMO is measured in terms of the size of your network and the engagement of your followers, as well as increased website traffic statistics, direct leads and business growth. The benefits of social media are far reaching, so it's difficult to measure some of the most important benefits of our work, such as brand likability and increased brand awareness. You are likely to experience the benefits from our work for many years to come as your name spreads far and wide among your intended audience.

We provide a monthly report of activity generated throughout your social networks using data compiled from the latest social media listening services. You will see an obvious increase in website traffic, new business and buzz after just a few months of us working on your social media account(s).



Time Frame

Social media marketing is like any other form of marketing. It takes time for it to set-in and start producing results. There is no doubt you will experience immediate benefits of improved visibility in the marketplace, however, do not expect an immediate influx of leads. We do not take a hard-sell approach, but rather work to build strong, trusting relationships with those in your target market.

Other Services

dotJenna is also available to consult with her clients regarding website design, development and search engine optimization. We have a wide range of web marketing services we provide from consulting to outsourcing and everything in between. When it comes to generating leads online, we are experts.

How to Get Started

When you're ready to get started with our **Monthly SMO Program**, all you need to do is fill out our [SMO Agreement](#), sign-it and fax-it back to us at 972-408-0693. We will process your information and get started right away at making you famous among your target market, spreading the word about your business and getting you leads.