

## Social Media Services



Let's face it, Social Networking is very time consuming, and really...  
***you have to be in the communities, not just on them.***

To be successful, you have to approach Social Networking as **Fan Development** rather than advertising. Focus on the long term, not on the next 60 days. These are people you can return to again and again. In fact, you can use them to help you create your future projects!

Do you have the time to sift through tens of thousands of candidates to invite thousands of "friends" to respond to your request? Social Networking is very time consuming and labor intensive. It takes the kind of **time and manpower** that very few marketing departments have available to dedicate to the process.

Which social networks should you be on? There are **hundreds of options** to choose from.

Did you know that each Social Network has its own rules and regulations? If you aren't familiar with them, **you can be blocked** or worse, **blacklisted**.

That's why...



# SOCIAL MEDIA

## Case Study: CitySpur



### The Challenge:

Introducing a new company into the extremely crowded online Yellow Page's industry.

### The Solution:

A strong social media and SEO marketing campaign that combined the use of Twitter, Facebook, Friendfeed, and Blip.TV - along with a heavy backlinking campaign for search engine purposes.

### The Strategy:

A strong emphasis on daily Twitter messages, adding 50-100 followers per day on Twitter, along with a weekly local travel show syndicated on CitySpur, Blip.TV, Facebook and AOL TV and consistent social media development on those sites. A secondary campaign added a strong dose of blogging, averaging 9 category-specific articles per day.

### The Result:

In 6 months, CitySpur is grew to an average of nearly 200,000 monthly unique visitors to its website (verified by Quantcast.com). We generated over 15,000 followers on Twitter, making it the most followed Yellow Pages service on Twitter) and have accumulated 150,000 monthly streams of their weekly travel show resulting in increased revenues by 200%, and ranking the site at the top of Google in many keyword searches.

“Our company has been able to experience the full power of this social networking phenomenon. Through our ongoing social media campaign, we’ve been able to develop considerable awareness, increase traffic, and ultimately achieve a significant percentage of market share.” - **Allison Davis, Head of Programming, CitySpur**

## How We Serve You!

FrontGate Media's Social Media Management services will serve you well.

As a leader in Christian media, FrontGate Media creates Social Media success while saving you time and \$\$ by putting our contacts, knowledge, and experience to work for you. As you'll see below, our reputation for creative thinking and service is highly regarded by top clients who, just like you, are reaching out to the faith-based community.



Based on your project's campaign and goals, we will work with you to determine the priority networks out of the many networks available such as Twitter, Facebook, Myspace, Shoutlife, YouTube, Tangle, and others...

The following areas are targeted:

- ✓ Profile Design
- ✓ Friend Creation
- ✓ Comments
- ✓ Group Creation
- ✓ Forums
- ✓ Blogs
- ✓ Video
- ✓ Bulletins

Pay per click media buying on the social networks also available!



**The #1 pop-culture media group reaching the Christian audience:**

- 15 million email newsletter subscribers.
- 25 million monthly online page views.
- 600,000+ at our live events.
- 45 million+ households through television.

**FOR A FREE CONSULTATION, CALL 949-429-1000**

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