

## 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: Barbour Publishing



### The Challenge:

To promote Barbour's Christian fiction authors through general market and Christian market networks.

### The Solution:

A creative and aggressive approach to present Barbour as a group and as 9 individual authors with a Christian Fiction for Women theme through Twitter, Facebook, Myspace, Friendfeed, and Shoutlife. Content would be created in all possible areas, except video.

### The Strategy:

We created a hybrid approach taking advantage of the strengths of both a Barbour Publishing presentation, and specific emphasis on individual authors. For the all of the social network sites, we presented a "fiction for women" theme. With the more savvy consumers in the Christian arena, we presented 9 individual authors.

### The Result:

In only the first 45 days of the campaign, we designed presentations, created profiles, and pursued friend development in all areas, achieving a total of more than 4200+ friends through these social networks, again... in just 45 days.

## 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  | ✓ Forums    |
| ✓ Friend Creation | ✓ Blogs     |
| ✓ Comments        | ✓ Video     |
| ✓ Group Creation  | ✓ 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**

Content Promotions ✪ Advertising ✪ Public Relations ✪ Social Media ✪ Event Marketing ✪ Mobile Giving