



**The Social Media Marketing Firm**

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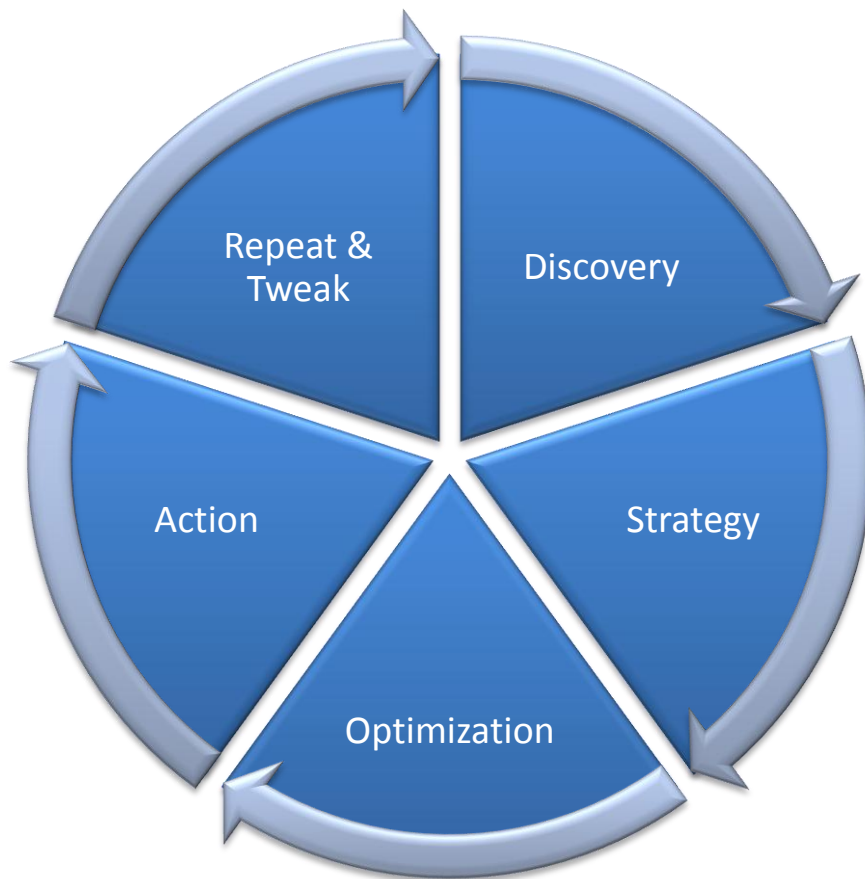
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# The Company

- Founded in April of 2009
- Created to provide a service that everyone can take advantage of
- An Outsourcing Firm that specializes in generating qualified leads and branding businesses through the 3 Major Social Media Site (LinkedIn, Facebook, Twitter)
- Created a process that is one of a kind
- DoughNutz mission is to create maximum results while becoming an Asset for their clients
- Each and every client is treated with the upmost respect
- Every person who works for DoughNutz is trained and is consistently enhancing their skill set & knowledge
- At DoughNutz, we are always improving our process and service to continue to better serve our clients
- For the past 2 years DoughNutz has successfully served over a 100 clients throughout the United States

## The Process



# Social Media Optimization

## LinkedIn Profile Optimization

- Optimize your LinkedIn Profile with 3 keywords that pertain to your industry.
- We will research the best keywords.
- We will rewrite your profile including the keywords.
- You will provide all the information we need on yourself including a current resume with accomplishments, associations, groups, and any other information that is correlated with your professional career in a timely manner.
- If we must conduct a full fledged interview to find out this information it will be an additional cost.

## Company Profile Optimization

- We will create images to use for the clients products, services, and/or training
- We will create a specific page for each product and service
- We will target current or past customers to recommend the Products and services
- We create 3 custom images with click through URL's for the Company Profile promoting the business.
- We will send two drafts with the options to make corrections. Any additional corrections over the 2 initial drafts will cost an extra \$50 per draft.
- We will create more than one version of the company profile for different target audiences

## Facebook Fan Page

- Custom Facebook Fan Page which includes Landing Page and Optimization to create a call of action.
- We will create the landing page. You will provide logo.
- We will create content and message for the Landing page. You will create marketing message.
- We will optimize the content used on the page.
- We will create a business profile page to push people to Fan Page.
- We will help grow the page to the min. of 30 people in the first week.
- We will create a customized url for the fan page.
- We will send two drafts with the options to make corrections. Any additional corrections over the 2 initial drafts will cost an extra \$50 per draft.

## Twitter

- We will create a Customized Twitter Page with your logo, contact information, and a call of action.
- You will provide logo in vector file with the exact information you want displayed.
- We will send two drafts with the options to make corrections. Any additional corrections over the 2 initial drafts will cost an extra \$50 per draft.

# Social Media Tactics

## Lead Generation

### LinkedIn - Deliverables

- Reach out to connect with 5 Strategic people per week. Whether they are potential clients or partners.
  - Use the Advanced Search options to enter in your criteria.
- Ask 1 Open Question in LinkedIn Answers directed towards clients needs per week.
- Answer 1 Question on LinkedIn Answer per day that relates to your industry or networking and track it.
  - Track the amount you answer. That will tell you how many you need to Answer to generate a lead.
- Create 1 Topic or find an article relating to your clients needs to post in 3 groups per week.
- Ask for 1 recommendation a week until we have 10 recommendations.
- Join at least 21 Groups that YOUR clients will be located.
  - Use the Search capabilities for the Groups to find the right fit.
  - When you join the groups make sure to participate in discussions every day for the first two weeks.
  - Add discussions and comment on discussions within the group.

## **Hiring an Inexpensive Employee**

### **Facebook - Deliverables**

- Post 5 engaging updates per week with content provided by you (the customer). Creating content is an additional cost.
- Grow the page twice a month with 60 invitations to potential clients.
- Approach 3 potential clients and partners in an engaging conversation.
- Post information on 2<sup>nd</sup> Party Fan Page or Group Page Once a week

### **Twitter - Deliverables**

- Post 5 updates per week with links directing back to your website. Content will come from you, we recommend specific products/services, contests, or news within the company/industry. For us to create content will require an additional \$100 per month.
- Post 2 engaging and direct updates to potential clients, partners or influential people per week.
- Grow the page twice a month with followers who fit your best customer profile



















# Examples of the Results

The screenshot shows a LinkedIn inbox interface. At the top, the user is identified as Kevin Harris with 103 unread messages. The main content area is titled "Sent Messages" and contains a list of outgoing connection requests. A blue box highlights the first seven items in this list. To the right of the list is a vertical advertisement for HISCOX, which includes a "START QUOTE" button. A blue arrow points from the advertisement to a text box on the right side of the page.

Select	Name	Action	Date
<input type="checkbox"/>	William Flaherty	Join my network on LinkedIn	Jan 24
<input type="checkbox"/>	Wayne Gilpin (Accepted)	Join my network on LinkedIn	Jan 24
<input type="checkbox"/>	Marty Bracco LION (Accepted)	Join my network on LinkedIn	Jan 17
<input type="checkbox"/>	Jerry Chiu	Join my network on LinkedIn	Jan 17
<input type="checkbox"/>	LaShon Anthony (Accepted)	Join my network on LinkedIn	Jan 17
<input type="checkbox"/>	Mike Engstrom (Accepted)	Join my network on LinkedIn	Jan 17
<input type="checkbox"/>	Tomer Yogev (Accepted)	Join my network on LinkedIn	Jan 17
<input type="checkbox"/>	Jonni Miklos (Accepted)	Join my network on LinkedIn	Jan 17

**HISCOX**  
Reinventing Small Business Insurance™  
[START QUOTE](#)

Connections made per week. These are the acceptance ratio you will receive. Average about 65%.

<input type="checkbox"/>	 <b>Tomer Yogev (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 17	
<input type="checkbox"/>	 <b>Jonni Miklos (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 17	
<input type="checkbox"/>	 <b>Jennifer Gerlach (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 12	
<input type="checkbox"/>	 <b>Paul Aichele (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 12	
<input type="checkbox"/>	 <b>Sean Mance (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 12	
<input type="checkbox"/>	 <b>John W. Wheeler, CFP, CLU, ChFC, CRPC, LUTCF (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 12	
<input type="checkbox"/>	 <b>Manuel Amezcua</b> Join my network on LinkedIn Forward • Delete	Jan 12	
<input type="checkbox"/>	 <b>Pamela McCloskey (Accepted)</b> Join my network on LinkedIn Forward • Delete	Jan 12	
<input type="checkbox"/>	 <b>Darrell Williams</b> Join my network on LinkedIn Forward • Delete	Jan 4	

Archive Delete

Previous | Next 16 - 30 of 553 First Last

**Continued...The acceptance from our weekly Strategic connections for our clients.**



Search Inbox

Compose Message

- Inbox
- Sent
- Archived
- Trash

LinkedIn Premium

Did you know?

Thousands of B2B leads are generated every day with InMail

Upgrade Now

You are using the new Inbox. Send us feedback

- Messages 43
- Archive Delete Mark Read Mark Unread
- Select: All None All Messages Newest
- Carol Coughlin**  
Looking to hire PT Sales Assistant  
Reply · Forward · Archive · Delete
  - Uzi Shmilovici**  
RE: Join my network on LinkedIn  
Reply · Forward · Archive · Delete
  - Dr. Robert (Bob) Wright**  
Seeking accounting professional  
Reply · Forward · Archive · Delete
  - Seta Topakbashian**  
Invitation from Gap International: "Clarity: Seeing the Bigger Picture".  
Reply · Forward · Archive · Delete
  - Garima Khare**  
Follow a Lifecycle Roadmap to Attract, Nurture and Grow Your Best Customers  
Reply · Forward · Archive · Delete
  - Jon Nakapalau, CHSO, CPO**  
RE: How do CFO's leverage social media in the workforce effectively?  
Reply · Forward · Archive · Delete
  - Dave Van de Walle**  
RE: Join my network on LinkedIn  
Reply · Forward · Archive · Delete
  - Dean DeLisle**  
Chicago networking event March 10 - can you make it  
Reply · Forward · Archive · Delete
  - Dean DeLisle**  
RE: Join my network on LinkedIn

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**1.5%** EARLY PAY DISCOUNT  
OR UP TO 2 MONTHS DEFER PAY WITHOUT INTEREST

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The Communication results of DoughNutz deliverables. This is what you can expect Your Inbox to look like.

Search Inbox

Compose Message

- Inbox
- Sent
- Archived
- Trash

LinkedIn Premium

Did you know?

Thousands of B2B leads are generated every day with InMail

30 day FREE TRIAL!

Upgrade Now

You are using the new Inbox. Send us feedback »

- Messages 5
- Archive Delete Mark Read Mark Unread
- Select: All | None All Messages Newest
- 
**Tabatha Jones**  
 RE: What are the top ecommerce trends that you're seeing in 2011 so far?  
 Reply · Forward · Archive · Delete
  - 
**Siddharth Gupta**  
 RE: What are the top ecommerce trends that you're seeing in 2011 so far?  
 Reply · Forward · Archive · Delete
  - 
**Nick Rich (Replied)**  
 RE: Join my network on LinkedIn  
 Reply · Forward · Archive · Delete
  - 
**Justin Hu (Replied)**  
 RE: Join my network on LinkedIn  
 Reply · Forward · Archive · Delete
  - 
**Hillel Porath**  
 RE: Waste of time or marketing genius?  
 Reply · Forward · Archive · Delete
  - 
**Bhalchandra Pai**  
 RE: Waste of time or marketing genius?  
 Reply · Forward · Archive · Delete
  - 
**David Bellerive**  
 RE: Waste of time or marketing genius?  
 Reply · Forward · Archive · Delete
  - 
**Shabeena Ahmed**  
 RE: Waste of time or marketing genius?  
 Reply · Forward · Archive · Delete
  - 
**Bill Moller**  
 This is a WGN Radio fun-alert!  
 Reply · Forward · Archive · Delete



It can take **YEARS** to start a small business

Search Inbox

Compose Message

- Inbox
- Sent
- Archived
- Trash

LinkedIn Premium

Did you know?

Thousands of B2B leads are generated every day with InMail

30 day FREE TRIAL!


Upgrade Now

You are using the new Inbox. Send us feedback »

Messages 5 Invitations

Archive Delete Mark Read Mark Unread

Select: All None All Messages Newest

- 
**Andrew Stevens**  
 RE: Have you incorporated "social" sign-in capabilities to your site?  
 Reply • Forward • Archive • Delete Mar 4
- 
**Bill Moller**  
 We guarantee you'll learn & laugh on WGN Radio  
 Reply • Forward • Archive • Delete Mar 3
- 
**Cash Williams**  
 RE: Have you incorporated "social" sign-in capabilities to your site?  
 Reply • Forward • Archive • Delete Mar 3
- 
**Jason Reschka**  
 RE: Have you incorporated "social" sign-in capabilities to your site?  
 Reply • Forward • Archive • Delete Mar 3
- 
**Kaushal Thakkar PMP**  
 RE: What are the top ecommerce trends that you're seeing in 2011 so far?  
 Reply • Forward • Archive • Delete Mar 1
- 
**Mark Mathson**  
 RE: What are the top ecommerce trends that you're seeing in 2011 so far?  
 Reply • Forward • Archive • Delete Mar 1
- 
**Ofer Chesler**  
 RE: Have you incorporated "social" sign-in capabilities to your site?  
 Reply • Forward • Archive • Delete Feb 28
- 
**Stephan Hovnanian**  
 RE: Have you incorporated "social" sign-in capabilities to your site?  
 Reply • Forward • Archive • Delete Feb 28
- 
**Alex Mechlin (Accepted)**  
 RE: Join my network on LinkedIn  
 Reply • Forward • Archive • Delete Feb 28

Fast, easy online payment options for your customers, including all major credit cards.

TRY IT FREE FOR 60 DAYS

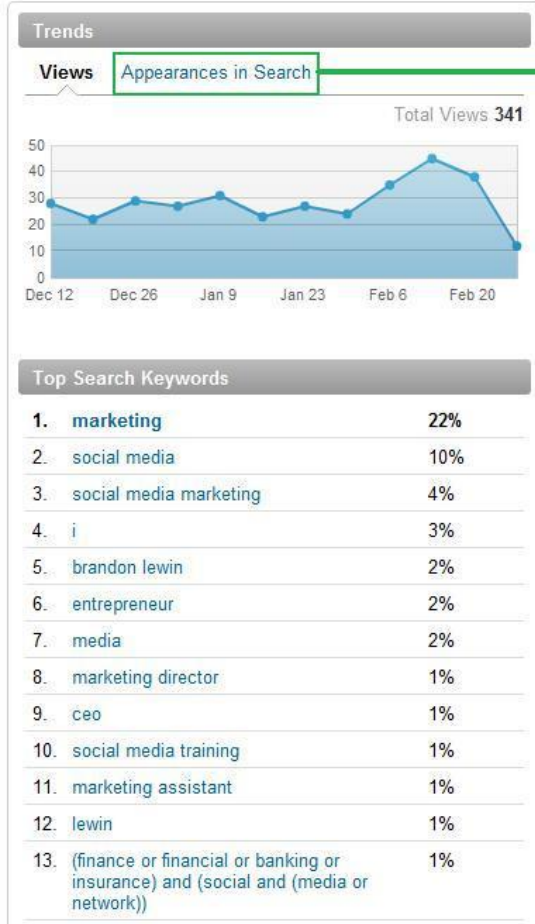
OPEN | AcceptPay

POWERED BY PaySimple

People

Measure. Free Trial! - From Argyle Company, Inc

Last 90 Days December 5, 2010 – March 5, 2011 [Settings](#)



One of the outcomes of an Optimized Profile.

People

Measure. Free Trial! - From Argyle Company, Inc

Last 90 Days December 5, 2010 – March 5, 2011 Settings

**Trends**

Views **Appearances in Search**

Search Appearances **2,077**

Date	Search Appearances
Dec 12	180
Dec 26	60
Jan 9	260
Jan 23	180
Feb 6	180
Feb 20	260

**Top Search Keywords**

1. marketing	22%
2. social media	10%
3. social media marketing	4%
4. i	3%
5. brandon lewin	2%
6. entrepreneur	2%
7. media	2%
8. marketing director	1%
9. ceo	1%
10. social media training	1%
11. marketing assistant	1%
12. lewin	1%
13. (finance or financial or banking or insurance) and (social and (media or network))	1%

Profile Stats Pro | LinkedIn - Google Chrome

One of the outcomes of an Optimied Profile.

## Example Report:

### Weekly Report: QuickSolvers

#### LinkedIn:

##### Introductions –

###### Shimmy Braun

Shimmy is a mortgage professional at Guaranteed Rate. He deals only with residential mortgages. He has accepted your invitation.

###### Mark Huber

Mark is a business broker at Chicagoland Sunbelt. He deals with buying and selling small to mid size businesses.

He has accepted your invitation.

###### Carolyn Elaine

Carolyn is a proprietor at an art studio. You are connected through Paul Baraz, Sabrina Tellez-Brennan, Ty Lim and Michael Hobbs.

She has not yet responded to your invitation.

###### Todd Cushing

Todd is principal at EBIT Associates, Ltd. Ebit is a business brokerage and intermediary firm. You are connected through Markus May, Bryan Sugar and Navin Nagrani.

He has not yet responded to your invitation.

###### Deborah Cato

Deborah is a senior consultant and executive coach at The Mentor Group. She has been in the consulting business for a few years now.

She has accepted your invitation.

###### Robert Corbett

Robert is President of The Corbett Group, LLC. He specializes in executive coaching, executive team alignment, and team/employee development. You are connected through Sakira Jackson.

He has not yet responded to your invitation.

###### Alexandra Eidenberg

Alexandra is the managing director at eWomen Network. She is also President at The Insurance People. She has accepted your invitation.

###### Blair Brown

Blair is an Interior Architectural Design Principal at Design Definitive, LLC.

Blair has not yet responded to your invitation.

Rae Andrews  
Rae is a realtor at Baird & Warner.  
Rae has not yet responded to your invitation.

Anna Stani  
Anna has accepted your invitation.

Chris Matern  
Chris is a Real Estate Broker. You are connected through Matthew Simpson, Brian Fons, Mark Rogers and a few others.  
He has not yet responded to your invitation.

John Cassin  
John is a Human Resource Consultant at Avocent. You are connected through Tom Field, Bill Norman, Ron Krit, Ross Auslander and about 10 others.  
John has not yet responded to your invitation.

Kate Sutter  
Kate is the branch manager at The Plus Group. You are connected through Bill Norman,  
She has not yet responded to your invitation.

Jackie Sullivan  
Jackie is an Executive Recruiter for Global Employment Solutions. She has worked mainly in the Human Resources industry.  
She has accepted your invitation.

### **Group Discussions –** **Discussion**

#### Recording Deposits vs. Receiving Payments

I have worked with over one hundred QuickBooks using businesses and individuals over the past two years. Many QuickBooks users are doing themselves a disservice by continuing to use the system in ways that are causing more problems than not. Over the next two weeks, I'll tell you about the issues that I see on a regular basis, and painless approaches to ridding oneself of being ordinary.

Continue with the link

<http://www.quicksolvers.com/blog/QuickBloggers>

QuickSolvers provides payroll services and bookkeeping, as well as QuickBooks training, consulting, and ongoing support for businesses looking to maximize the efficiency of their accounting processes, and capability of their financial software.

**Groups:**

DePaul University Alumni Association

Business Owners, Entrepreneurs and Start-Ups

Constructions Professionals Forum

Small Business Administration (Unofficial)

On Startups - The Community For Entrepreneurs

**Answers -**

What is your least favorite thing about doing your own Bookkeeping?