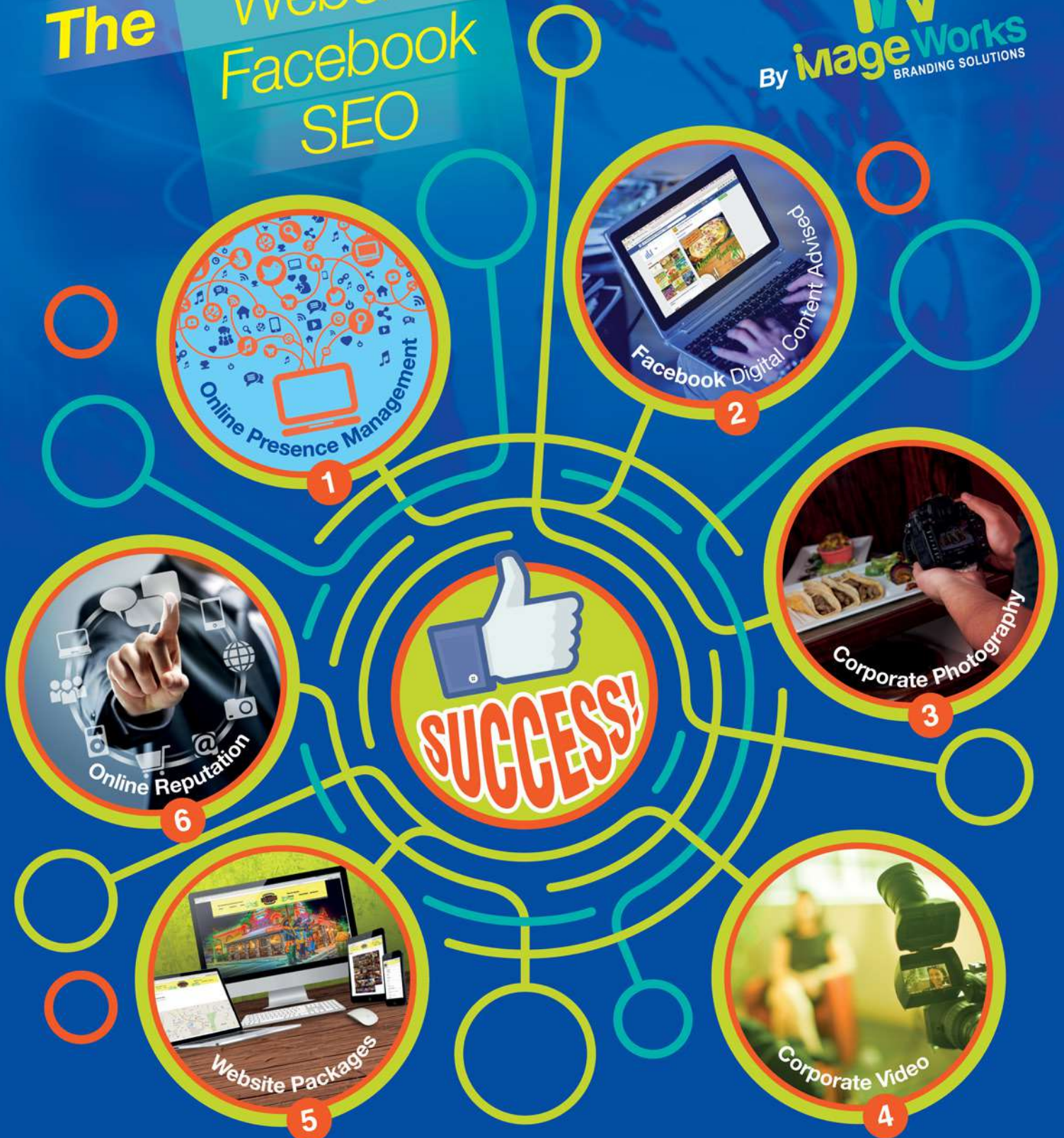


The Photo Video Website Facebook SEO

Management Kit

By **imageWorks**
BRANDING SOLUTIONS





Online Presence Management

Facebook – Websites
Promo & Showcase Videos
Photography – Online reputation



Online Presence Management

is the process of presenting and drawing traffic to a personal or professional brand online.


This process combines Web Design and development, search optimization, reputation management (Google, Yelp, Tripadvisor), Social media management (Facebook, Instagram), Video Channels (You Tube, Vimeo), and other avenues to create a long-term positive and consistent presence for a brand, organization, or product in search engines and on the web in general.



Due to the evolving nature of Internet use, a web site alone is not sufficient to promote most brands.

To maintain a web presence and brand recognition, individuals and companies need to use a combination of various tools

such as Corporate Videos, Social Media Platforms, Google Maps, etc, as well as cultivating a brand presence on mobile apps and other online databases.

- » Create outstanding looking websites.
- » Make or update your  fan page.
- » Claim business accounts.
- » Generate and post creative digital content (Posts, Videos, Photos, etc).
- » Respond to customers comments and grown your Social Media traffic.
- » Video and Photography packages should be added to your Online Presence Management for bigger impact on customers.



The online presence management process starts by determining goals that will define an online strategy and targets. Once this strategy is put in place, an ongoing and constant process of evaluating and fine-tuning is necessary to drive online presence towards the identified goals.



facebook

Digital Content Advised



Image Works
Branding Solutions



facebook Deluxe

\$300 per month
(12 month agreement)

- » Includes Kit and UPOST features.
- » 3 posts per week until expiration (Mon/Sun).
- » Quick professional response to customer's comments accordingly to your business vision.
- » Consulting and advising throughout the whole campaign period.
- » Evaluation and stats of the campaign results to constantly improve your Social Media posts, and grow your fan traffic to your site.
- » Digital content strongly suggested (Photography and Video)



Good for:

If you have an existing **facebook** business page and want to revamp or strengthen your brand, this is the perfect package for you. Create new ideas, get your word out in a Creative way and keep old customers on bay and new ones overflowing.



facebook Kit

\$250 One time fee
(No monthly agreement)

- » Professional facebook fan page setup.
- » First 3 professional posts on your facebook page.
- » Door stickers for Check-in phone apps.
- » 10 Table tents with QB code for easy scan.



Good for:

Starting a New business on **facebook** and getting to know how to maximize your potential on Social Media platforms. This will be your first step towards the digital era of marketing.



UPOST

\$100 per month (3 month agreement)
\$90 per month (6 month agreement)
\$80 per month (12 month agreement)

- » **facebook Kit features.**
- » Planning of your **facebook** campaign posts for your agreement time period.
- » 4 posts per month.
- » 2 optional sizes (cover+banner or Normal+post).
- » Grow your customer traffic on your **facebook** fan page.
- » Backup copies of all your posts.
- » Digital content suggested (Photo and Video).



Good for:

Businesses that already have an account and want to learn more or maintain their traffic flow consistent. We will provide awesome posts with original content, and the business owner will keep the control of when, how and what comes out on their **facebook** page.



facebook
Digital Content Add-Ons

- » Photography (exterior and interior).
- » Short video clips.
- » Special announcements.
- » Special menus.
- » Consultation with managers or other staff members.

Please contact one of our sale consultants to know more on how you can take advantage of this service!



Corporate Photography

Includes main dishes, drinks and desserts.



3

Basic Food Photography

Up to 12 items

\$850
(8 hours)

For ANY 2 items added to the photoshoot **\$50**

- » 1 hour phone / email consultation to organize customers ideas.
- » 2 hours on location photography.
- » 12 preselected dishes.
- » 4 hours of editing. Light and color correction.
- » 1 hour of importing, organizing and sharing.
- » Studio lighting set.
- » 24 Proof photos DVD to choose from.



Good for:

Businesses in the food industry that want to showcase their menu in an attractive and professional way. Also, this package is very useful when there are menu changes, special events, new promotional items or offerings.

1

Professional Headshots

\$80
(per person)

- » 1 hour phone / email consultation.
- » 1 hour studio shoot with professional lights and background.
- » 3 different looks.
- » 10 photos DVD with high quality corrected images.



Good for:

Businesses cards, Portfolio, Websites, Social Media profile photos, other professional printing, or personal usage.

2

Architectural Photography

\$450
(8 hours)

- » 1 hour phone / email consultation to organize customers ideas.
- » 2 hours on location photography. Interior, exterior and ambient.
- » 4 hours editing. Light and color correction.
- » 1 hour of importing, organizing and sharing.
- » 40 photos DVD.



Good for:

Businesses that want to show their installations in a professional way. Let your customers see how good it looks from the inside or the outside. This is also great material for Website and Social Media sharing.

4

Deluxe Food Photography

Up to 16 items

\$1250
(10 hours)

For ANY 2 items added to the photoshoot **\$50**

- » 1 hour phone / email consultation to organize customers ideas.
- » 2 hours on location photography. 16 preselected dishes.
- » 4 hours of editing. Light and color correction.
- » 1 hour of importing, organizing and sharing.



Good for:

Businesses in the food industry that want to showcase their menu in an attractive and professional way. Also, this package is very useful when there are menu changes, special events, new promotional items or offerings.



Corporate Video

Digital Content

Videos in marketing
is what's best these days
and makes it easier
to overrank others faster.

1

Promotional Video

\$650
(8 hours)

- » 45-60 Second video.
- » 1 hour of planning and organize ideas for content.
- » 2 hours of video recording on location.
- » 4 hours of editing.
- » 1 hour of rendering, uploading, sharing.



Good for:

Either you want to promote an special event, show your new promotions, or just a quick overview of your business, this quick and enjoyable video will help you portrait in a creative and customized way all your business ideas. **This promo videos are great for Website or Social Media Sharing.**



2

Showcase Video

\$1250
(14 hours)

- » 2-3 minute video.
- » 2 hours of planning, scriptwriting and content organization.
- » 4 hours of video recording on location.
- » 1 hour of interview and ambient audio.
- » 6 hours of editing.
- » 1 hour of rendering, uploading and sharing.

Good for:



Want to show the bigger picture of your business? This is the right video that you need. It will show your whole business process, services and products in a detailed way that the customers will appreciate. Descriptive scenes, professional scripts, interesting personal interviews, and many other components are the ones that make this type of video imperative.



Website Packages



1 Sr. Web

\$650

- » 5 page Website.
- » Welcome Page, 10 photo gallery, PDF menus, Specials, Contact us page.
- » Full responsive web. Good for mobile and tablets.



3 Mr. Web2

\$1250

- » Same as Sr. Web package.
- » Same as Mr. Web package.
- » Menu up to 10 views.
- » Training on price changing and menu item inclusion (only 4 hours).

2 Mr. Web

\$950

- » 4 to 7 page Website.
- » Same as Sr. Web package.
- » Menu up to 6 views.
- » Mailing List, Downloadable menu, Social media integration.
- » Training on price changing and menu item inclusion (only 2 hours).
- » Location map and Newsletter.
- » Full responsive website.

4 Don Web

\$1750

- » Recommended for 3 locations or more.
- » 4 to 12 page Website.
- » Same as Sr. Web.
- » Same as Mr. Web.
- » Same as Mr. Web2.





Online Reputation

Digital Content Suggested



\$45

Per Account.
Set up and claiming
accounts.

\$75

Per Month. Account
maintenance fee.
(Up to 5 accounts)

**Special discount
for multiple
locations.**

What do you gain with this:

- » Become well respected.
- » Be radically transparent.
- » Monitor what people is saying about you.
- » React quickly and politely.
- » Address criticism.
- » Understand your detractors.
- » Attack your illegitimate attackers.
- » Learn from your mistakes.
- » Ask for help if necessary.



Google accounts, Yelp and Tripadvisors
are some of the most popular platforms
that we can help you with.



Contact Your Marketing Consultant

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iWimageWorks
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