



REPUTATION MANAGEMENT PROPOSAL

This proposal was created

3/21/17

This proposal was created for



Explanation of Services

This document is an explanation of services based upon the RFP questionnaire submitted. Anything that is required outside of this scope will require an additional quote.

Basic Services

- Setup and management of Facebook, Twitter, and Google My Business.
- Scheduled posts including emailed proof process to Facebook, Twitter, and Google My Business.
- Monitoring and responding to posts, replies, and messages for Facebook, Twitter, and Google My Business.
- Claim, correct, and verify specified listings (as listed in the quote below).
- Monitor and respond to specified listing reviews and work with your team to address any custom feedback across these listing sites (as listed in the quote below).
- Listings syndication: we submit your business information to the top major data providers in order to sync and correct hundreds of listing directories across the web.
- Set up social and reputation dashboards, and train your staff on their use.
- Provide technical support during business hours via phone or email with a turnaround time of up to two days.

Services Overview

List of Reputation Management Set-up Fees

Basic Services by Location	Cost
We will set up and manage Facebook, Twitter, and Google My Business, as well as any additional listings outlined on this quote for the following business locations. Management includes scheduled posts along with immediate response to wall posts and reviews. We work with your team to answer or address customer feedback across social sites and specific listing sites. #1 Location(s)	\$250 Monthly

http://amplifiedlocal.com/ 500 E 3 rd St. Davenport, IA 52801	
Setup of Facebook*, Twitter* and Google My Business *: 7-10 business days after kickoff call Setup of social & reputation dashboards*: 7-10 business days after kickoff call Listings Distribution* is set up 7-10 business days after kickoff call, but can take 2-6 weeks to syndicate listings across all providers *these items are set up concurrently	

Additional Social Sites Setup and Pinterest Pinning	Cost
We will set up the following additional social sites. <ol style="list-style-type: none"> 1. Pinterest 2. LinkedIn* 	\$75 Setup Per Social Site x1 Social Site \$75 One-Time Setup \$49 Monthly per location x1 Location** \$49 Monthly
Pinterest creation: 7-10 business days after kickoff call. Pinterest monthly pinning- We will set up and manage 5 boards and up to 15 pins a month. Posting to LinkedIn will be included along with Facebook, Twitter and Google My Business. *Creation is not offered for this social site. **No additional fees for posting to LinkedIn	

Review Generation Email Blast	Cost
We will generate, manage, and display reviews using our Review Generation tool.* Setup and management of 2 email blast(s) .	\$185 Setup Per Email Blast x2 Email Blasts \$370 One-Time Setup \$100 Monthly
Setup of Review Generation tool: 1-2 weeks after dashboard setup and email proof is approved. Monthly email blast sent 1-2 weeks after we receive email list. *Please provide a list of customer emails in a .CSV file so that we can create a monthly customized email blast inviting customers to leave reviews on our location page and any additional review sites.	

Listings Setup & Verification	Cost
<p>We will claim, correct, and verify the following listings.</p> <p>We will monitor the following listings for reviews and/ or responses, as well as work with your team to answer or address any customer feedback.</p> <ol style="list-style-type: none"> 1. YellowPages 2. Google My Business* 3. Yelp 	<p>\$100 Setup Per Listings Site x2 Listing Sites</p> <p>\$200 One-Time Setup</p>
<p>Registration: 7-10 business days after kickoff call</p> <p>Verification: 1-2 weeks after registration</p> <p>*Google My Business cost included in Basic Services</p>	

Premium Listings Setup & Verification	Cost
<p>We will claim, correct, and verify the following premium listings.</p> <p>We will monitor the following listings for reviews and/or responses, as well as work with your team to answer or address any customer feedback.</p> <ol style="list-style-type: none"> 1. Yahoo 2. Mapquest 3. CitySearch 	<p>\$250 Setup Per Listings Site x3 Listing Sites</p> <p>\$750 One-Time Setup</p>
<p>Registration: 7-10 business days after kickoff call</p> <p>Verification: 1-2 weeks after registration</p>	

DIY Maintenance Listings Setup & Verification	Cost
<p>We will claim, correct, and verify the following premium listings.*</p> <ol style="list-style-type: none"> 1. Angie's List 	<p>\$250 Setup Per Listings Site x1 Listing Sites</p> <p>\$250 One-Time Setup</p>
<p>Registration: 7-10 business days after kickoff call</p>	

Verification: 1-2 weeks after registration

*After the verification process is complete, the customer will be in charge of maintaining these listings.

Past Review Response Service	Cost
We will respond to the following sources with reviews that predate this quote proposal.* 1. Google By Business (13 reviews) 2. Yelp (4 reviews)	\$100 Setup Per Listings Site x2 Listing Sites \$10 Cost per review x3 Reviews** \$230 One-Time Setup
Registration: 7-10 business days after kickoff call Verification: 1-2 weeks after registration Response: 24-48 hours after verification *We will respond to any previously existing reviews with a 3 star rating or less, made within the past calendar year. If there are additional reviews that the customer would like us to respond to, this proposal will need to be re-quoted. **Up to 10 reviews per listing site are included in this setup fee. For every review over 10, there is an additional charge of \$10 per review, per site.	

Facebook Contest	Cost
Setup and management of 2 Facebook Contest(s) .	\$150 Per Contest x2 Contests \$300 One-Time Setup
We require a two week lead time in order to set up and test any Facebook Contests.	

Total

Total Set-up Costs \$2175

Total Monthly Costs \$399

Additional Terms & Conditions

We will respond to any existing reviews with a 3 star rating or less, made within the past calendar year. If there are additional reviews that the customer would like us to respond to, this proposal will need to be re-quoted.

Monitoring is done Monday - Friday, 8am-5pm CST. Support is also handled during these hours.

Content to post can be sent weekly or monthly. All posts will be scheduled in advance and sent directly to the customer for approval before posting.

Claiming and verifying listings and premium listings may require from two to six weeks depending on each listing choice. Most verifications are done via phone or postcard sent directly to the business address.

We require a two week lead time in order to set up and test any Facebook Contests. Prizes and incentives shall be provided by the customer. The customer is also responsible for awarding the winner their prize or incentive after the contest is over.

Please provide a list of customer emails in a .CSV file so that we can create a monthly customized email blast inviting customers to leave reviews on our location page and any additional review sites.

Additional fees associated with third-party listings or vendors will be added to the quote. All such fees will be managed on an annual basis.

Anything not addressed within the scope of this quote must be reprocessed and requoted before approval.