

Increase Your Social Network ...Dramatically!



POWER PROMOTIONS

sm³
Social Media
Marketing Management

Dealville

SM3 and Dealville.me

Performance Based Social Discounts

Utilize the power of social media combined with an attractive deal or giveaway to capture targeted customers.

Have the ability to market & speak with your newly targeted fans & followers for a lifetime.

Free branding all over Facebook. Just one of the perks of Power Promotions!



How it works >>

Step One

We work with your company to establish a promotion that will incentivize potential customers to like your fan page.

Promotion Types

Deal: Discount on your product or services that will attract new and existing customers.

Contest: Customers compete for a prize by sharing their link to your contest page and accumulating votes.

Giveaway: Customers enter to win a prize and can increase their chances of winning by inviting their friends to participate.




Sample Giveaway






Sample Deal

Step Two

We send your promotion to over 60,000 subscribers via email, encouraging potential fans & customers to visit and interact with your new fan page.


December 1, 2011 
\$5 Off Pit Bar-B-Q

Dealville 

 Like  Tweet

\$5 Off!
Up in Smoke Pit Bar-B-Q - Tallahassee

Get This Deal!



Savings: \$5!

Up in Smoke Pit Bar-B-Q has teamed up with Dealville.me to provide you with today's awesome deal.

To enjoy this deal, simply...

- (1) [Like the Up in Smoke Facebook page](#)
- (2) Follow the steps to claim your Voucher with Dealville.

Copyright © 2011 Dealville, All rights reserved.
You chose to receive great deals for Tallahassee restaurants!
Our mailing address is:
Dealville
310 Blount St
112
Tallahassee, Florida 32301

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#) [view email in browser](#)

Sample email to subscribers

Step Three

The email will direct potential Fans, Followers & New customers to the custom page created for your business. Customers are required to like your business prior to receiving the deal.

The image shows a screenshot of a Facebook page for 'Up In Smoke Pit BBQ'. The page header includes the Facebook logo, the business name 'Up In Smoke Pit BBQ', and a search bar. The main content area features a large promotional graphic with the text 'LIKE US AND GET \$5 OFF from Dealvine.me'. The graphic also includes a 'Write us a recommendation!' prompt and a circular logo for 'Up In Smoke PIT BAR-B-Q' with 'BREAKFAST LUNCH DINNER' listed below it. The left sidebar shows the business profile with a cover photo, navigation links (Wall, Info, Friend Activity, Photos, \$5 Off), and statistics (69 likes, 6 talking about this, 37 were here). The right sidebar contains a 'Create a Page' button, a section for 'You and Up In Smoke Pit BBQ' with a user recommendation, a 'Recommendations (4)' section with user testimonials, a 'Sponsored' section with ads for 'children's home society', 'Busy Next Friday?', and 'Bikesdirect.com', and a 'Write a recommendation...' input field.

Users must Like your Facebook page in order to continue to deal

Step Four

Your new fans can participate in your promotion by claiming the Deal, competing in a Contest or entering a Giveaway.

The screenshot shows a Facebook page for 'Up In Smoke Pit BBQ'. The page features a prominent deal for '\$5 Off' on 'Up in Smoke Pit Bar-B-Q Tallahassee'. The deal is presented with a 'Claim Now FREE!' button and a 'Savings: \$5.00' box. The deal is valid until December 23rd, and there are 218 out of 500 vouchers available. A 'Fine Print' section states that a minimum purchase of \$10 is required and that the offer is not valid with any other offer. The page also includes a 'Dealville.me' link for more deals. The right side of the page shows a 'You and Up In Smoke Pit BBQ' section with a recommendation from Kevin Tomasso, a 'Recommendations from Friends' section, and a 'Sponsored' section with ads for 'Your Worst Holiday Gift?' and 'New Mafia Game Is Here!'.

Deal becomes visible after page has been Liked

Step Five

When new fans claim your promotion, they are asked to share it on other channels such as Facebook, Twitter and email.

The screenshot shows a Facebook page for 'Up In Smoke Pit BBQ'. The main content area displays a promotion for '\$5 Off Up in Smoke Bar-B-Q'. A large red arrow points from the text 'Congratulations, now share with friends!' to a section titled 'Keep our deals free by sharing!' which includes icons for Facebook, Twitter, and email. Below the promotion, it states 'Savings: \$5.00', 'Valid until: December 23rd', and '491 of 500 Vouchers available'. The page also features a 'Fine Print' section and a 'More Goodness from Dealville' section with other deals like '101 Restaurant Buy 1 get 1 Free Lunch' and 'Japanica Steakhouse Buy 1 get 1 Hibachi'. The right sidebar shows user activity and recommendations.

The Deal then becomes available to redeem, and users are prompted to share with their network.

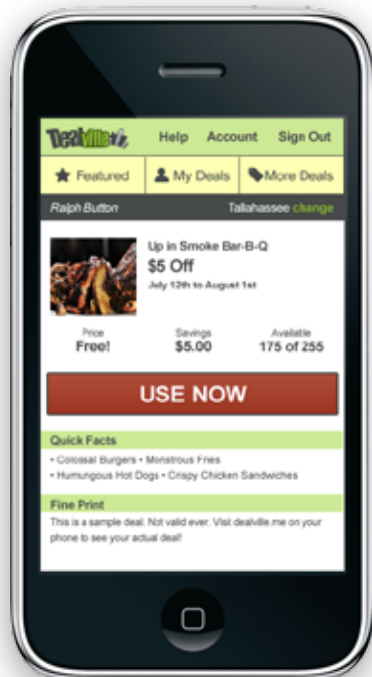
Unmatched Branding!

In addition, your promotion will automatically post on your new fan's news feed for everyone in their network to see!



Step Six

Customers can participate in your promotion directly from their mobile phone. Also, you can choose whether to have mobile and print or mobile-only redemption options for your deals.



Customers choose whether to redeem on phone or print voucher

Part Two:

Management and Engagement



13 reviews for The Crepevine | Date | Rating | Elites' | Facebook Friends'

All Reviews

Virginia B. Tallahassee, FL **10/9/2011** **★★★★★**
The Crepevine is my go-to for lunch. It has everything for everyone. Great veggie and vegan options, but also all meat/cheese crepes for picky eaters. They have some good coupons online and a punch-card system for frequent customers.
SO DELICIOUS.
Was this review ...? Useful Funny Cool
Bookmark Send to a Friend Link to This Review Add owner comment

Nadine L. Winter Garden, FL **7/24/2011** **★★★★☆**
The crepe was rather delicious, however they did not use fresh fruit in their crepe. Can peaches and pineapples really took away from the crepe. The chicken also did not taste fresh.
I did like the set up, no waiters just step up to the counter and order.
Was this review ...? Useful Funny Cool
Bookmark Send to a Friend Link to This Review Add owner comment

7/8/2011 **★★★★☆**
...ones and they were fantastic. Nice and big, it was a pretty ...mizeable crepes. ...ent a try;

Indian River Citrus
Freshly Picked. Indian River Citrus Family Owned & Operated!
www.AlsFamilyFarms.com

#1 Gift Baskets Website
Beautifully-Designed, Handmade Gift Baskets under \$25; Tower \$20!
www.WineCountryGiftBaskets.com

People Who Viewed This Also Viewed

- Bada Bean** Tallahassee, FL **★★★★★** 7 reviews
- Canopy Road Cafe** Tallahassee, FL **★★★★★** 25 reviews
- Olean's Cafe** Tallahassee, FL **★★★★★** 5 reviews
- Craig's Killer Coffee** Tallahassee, FL **★★★★★** 10 reviews
- Food Glorious Food** Tallahassee, FL **★★★★★** 16 reviews

Send to Friend **Bookmark** **Send to Phone** **Write a Review** **Search Reviews**

Ads by Google

ebay

Step One

We create unique and engaging content using pictures and information about your product or service, and distribute it on your social networks. Your company will approve the content before we share it on your behalf.

Daily Social Media Engagement

- 1 Twitter Post a day to all of your followers.
- 1 Facebook post a day to every new fan.

We will take information provided to us (Menus, Pictures, Specials, etc) and create unique content, to post daily.

Updates and posts are set to continuously engage your networks

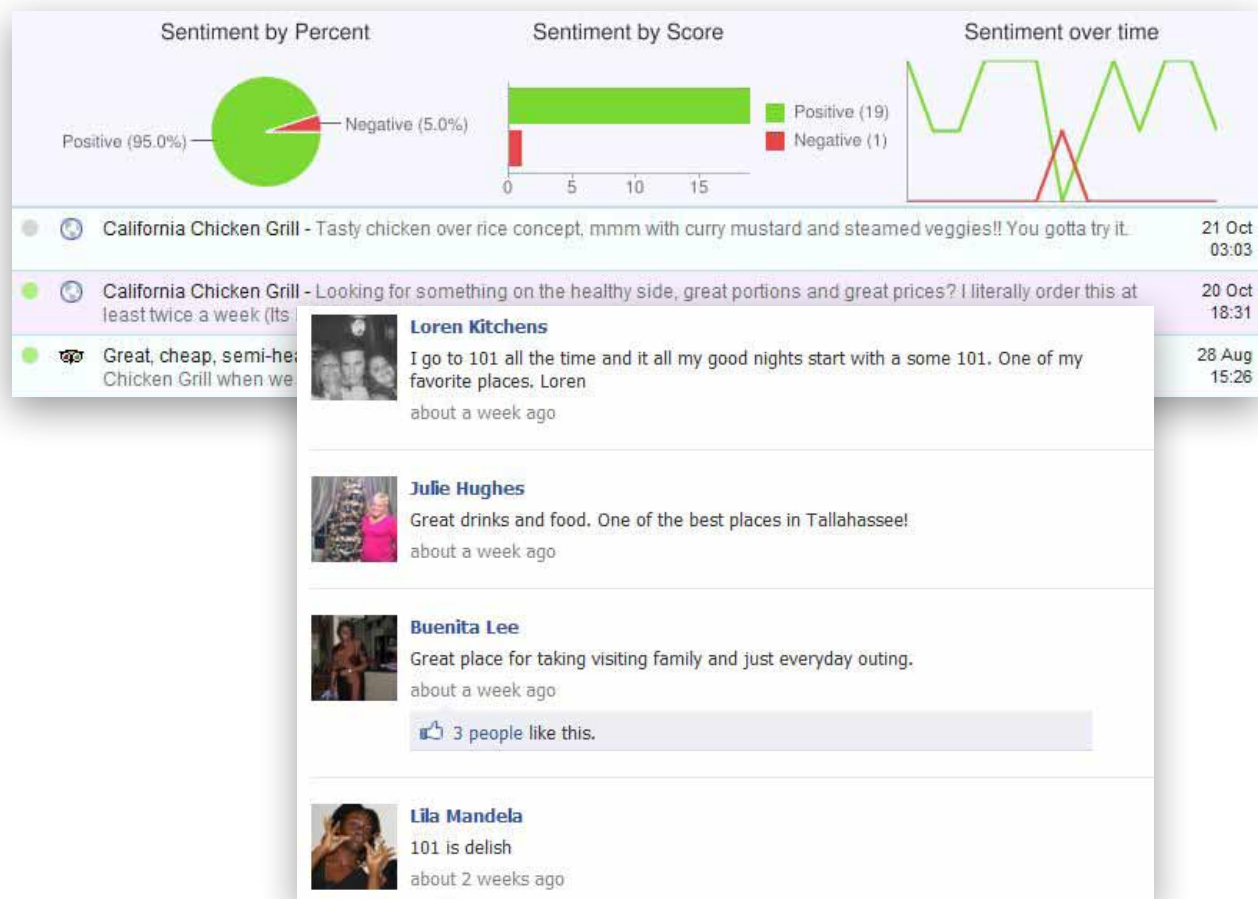


Step Two

We manage your online reputation and respond to reviews.

Reputation Management / Daily Monitoring & Responding to:

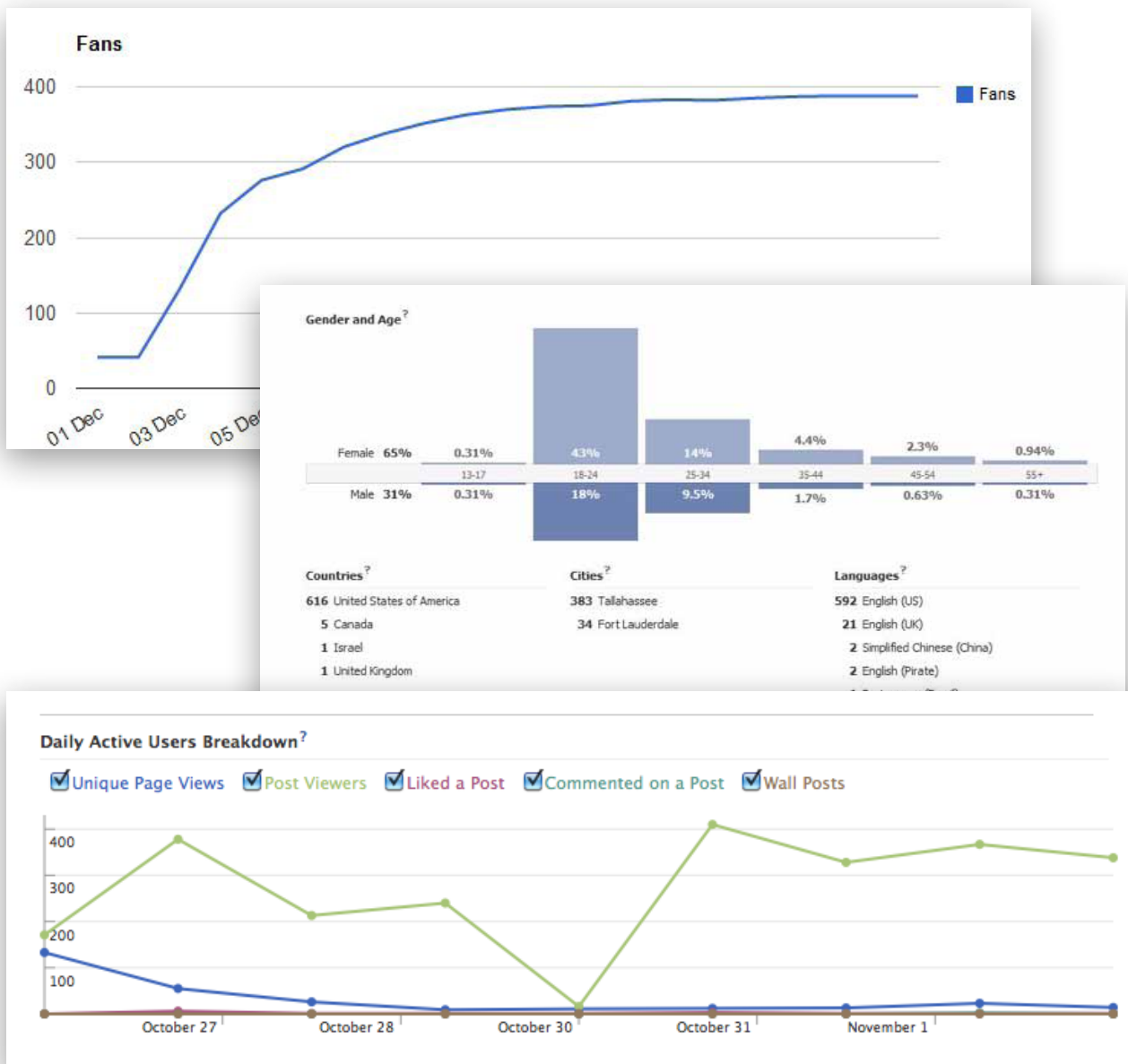
- Facebook & Twitter comments said about your establishment within a 25 mile radius.
- City Search, Yelp, Google, Trip Advisor, Yellow Pages.



Any mention of your business is monitored and responded to accordingly

Step Three

Business owners know that *numbers don't lie*. That is why we provide you very detailed reports, showing you all of our efforts for the month. We then discuss your company's specific needs, allowing us to create a social media marketing plan that aligns with your overall goals.



Reports and analytics are used to formulate your social media plan.

Reports include:

1. All recommendations about your business from Facebook users.
2. All content we posted on behalf of your business on Facebook and Twitter.
3. The amount of Fans gained by our efforts.
4. All responses posted on your behalf on all social media and review site outlets.
5. Demographic Information of people visiting your pages.

30 Day Trial Recap & Report for Bagel Bagel

Dealville.me Statistics	
Deal	\$4 of any purchase of \$9 or more
Duration	10/16 - 10/31
Fine Print	Offer Valid M-F only
# of Claims	579/600

Bagel Bagel Facebook Page Statistics		
	Before	After
Total Fans	341	1,216
Story Impressions	3,049	95,226
Story Clicks	7	261
Recommendations	0	28

Sample 30 day trial recap report

Professional Photography Package

An important aspect of effective social marketing is the ability to capture the attention of viewers in your network with engaging images.

We offer a professional photography package to capture your products and services in a polished and artistic fashion, providing a professional look to your business and a leg-up on your competition.

Photo Package Includes:

- 10 mastered photos
- 25 original photos



Custom QR Codes

Bring your marketing efforts full circle with our custom QR Codes. Invite your current customers to be a part of your social networks by using QR codes in a variety of places.



30 DAY TRIAL

Guaranteed Results or Your Money Back!

Our 30 Day Trial allows you to put our services to the test. Our goal is to build out your Facebook page using the promotion of your choice, in order to show you how network and reputation management can lead to a significant increase in sales.

30 Day Trial	
One Time Charges	
1 Custom Facebook Design	\$250
1 Custom Twitter Page Design	\$250
Unlimited Fan Blast (Averages 750 new fans)	\$750
Professional Picture Package	\$550
Monthly Services (Average Monthly Costs)	
Network Management <i>(1 message per day via FB and Twitter)</i>	\$300
Reputation Management <i>(Unlimited Responses)</i>	\$250
Total Value at full retail rate	\$2350
New Business Discount	-\$1400
Total Cost	\$950
Money Back Guarantee Deposit	\$450
Due Upon Completion	\$450

References

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The SM3 Difference

1. 100% Money Back Satisfaction Guarantee
2. Performance Based Platform
3. Increase your Fans & Followers that can be used after the campaign
4. Tracking & Control made easy with Mobile Redemption
5. Offer Deals During Slow Times
6. No Cash Flow Issues (Charge your customers at point of sale!)

