

**Comunity Manager**

- Editor / Editorial Board
- Approval of content
  - Legal / regulatory concerns
  - Analysis of feedback and site reviews



**Editorial Services Available**

- Focus on messaging
- Proofing / scheduling of posts
- Tagging and organization of content
- Prioritization and Routing



Both on your network and throughout the Internet for people talking about you, your products and your industry.

Research - Google Realtime / Twitter / RSS Streams

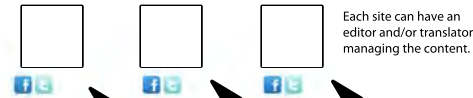
Follow Online Discussions

Build content sharing network

Follow Editors / Editorial Board (twitter, email, phone, rss)

**In-Network Content Sharing Sites**

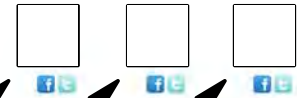
Each site is capable of building its own social network based on product lines or segmentation strategy.



Each site can have an editor and/or translator managing the content.

**Out of Network Syndication**

You can pull content from sites outside your network and form relationships to have your content delivered.



**Content Ideas**  
**Engagement Opportunites**  
**Content Partnerships**



**Content Hub**  
www.yoursite.com

Video Storage  
Distribution  
Search



**Top Tier Social**



**Marketing Database**  
Segmentation  
RSS to Email  
Autoresponders



**Feedback Channels**

- Google Analytics
- Google Webmaster Tools
- Post Rank / Social Mention
- Google Realtime
- MailChimp / Social Networks
- Site Comments

**2nd Tier**

Mobile Apps, Video and Picture Sharing, Q+A Social, Crowdsourcing Networks, Nicheworking



**Support Team**

Once the infrastructure is up and running, your site and the communications you run through it are scalable. We have a team ready to make you self sufficient and assist you in bringing to reality any ideas you dream up.



Project Coordinator:  
Carrie Thunshelle  
612.798.7244  
support@marketSMARTsites.com

**Contributors**

Writing content that meaningfully connects with target audience including our clients messages, SEO keywords and calls to action

**Publicists**

Engage with your public, provide feedback for story angles, and extend the reach of your articles.

**Designers**

Make your posts look good by procuring images and formatting text.

**Technical**

Maintain site and connections with outside networks. Handle ongoing site performance and SEO. App/plugin development. Support and training of staff.

**Strategy**

Statistical Analysis along with ongoing site reviews and suggestions focusing on overall messaging and Key metrics.