



Diamond Letter of Understanding

Prospects fall into one of two major categories.

1. They have an immediate need and search online.
2. They fit the profile of a qualified prospect and need to be made aware of the products and services.

Your agency should show up whenever a prospect seeks the products and services offered by your agency.

And you should have in place an inexpensive way to share your brand with highly qualified prospects.

YouTube

Google owns YouTube and loves to feature YouTube videos as the answer to a prospect's online search.

Each location should have its own YouTube channel.

- I'll create and maintain a **custom YouTube Channel** for your agency

Each location should have customized informative videos on all their products and services.

Chances of being on page #1 in search are dramatically increased by including contact information and keywords in the video title and description.

- I'll create and upload **unlimited** promotional YouTube videos

YouTube is also a great place to showcase referrals from satisfied clients.

- I'll customize **unlimited** satisfied client videos with CTA's for your business

Facebook

Facebook Business Page is mandatory in this day and age.

- I'll create and maintain a **custom Facebook Business Page** for your agency

It should have shareable information that is relevant to the products and services posted at least 3 times a week.

- I'll post relevant information on your Facebook Business Page **at least 3 times** a week

It is also a great place to post the video referrals from satisfied clients.

- I'll customize **unlimited** satisfied client videos with CTA's for your business

My service covers both YouTube & Facebook for only \$99.00 per month.

Your only additional cost is whatever Facebook charges for the ad campaign.

Facebook ad campaigns are the most effective way to promote your brand to laser-target qualified prospects.

The cost is usually less than a penny each to reach the folks who fit the demographics of your ideal customer.

- I'll create **unlimited** Facebook ad campaigns

Here's an example of a few campaigns I am currently running for agencies.

The objective is to get the agency name and services in front of as many folks as possible.

For example, these campaigns are targeting folks between the ages of 25 – 65+ living within a 5 mile radius of their offices. The ad has been running only 5 days.

Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
Forest Park	767 Reach	767	800	\$3.16 Per 1,000 People ...	\$2.42
Tampa	928 Reach	928	958	\$2.67 Per 1,000 People ...	\$2.48
Dalton	779 Reach	779	807	\$3.13 Per 1,000 People ...	\$2.44
Cuthbert	457 Reach	457	469	\$5.08 Per 1,000 People ...	\$2.32
Baldwin	633 Reach	633	670	\$3.76 Per 1,000 People ...	\$2.38
Rome	3,121 Reach	3,121	3,263	\$3.85 Per 1,000 People ...	\$12.02
Ideal	821 Reach	821	845	\$2.92 Per 1,000 People ...	\$2.40
Axiom	2,969 Reach	2,969	3,203	\$4.04 Per 1,000 People ...	\$12.00
Savannah	849	849	862	\$2.89	\$2.45

I do not require a contract.

Start when you want, stop when you want.

No penalty.

I'll stop the updates on all of the above with a simple e-mail from you.

And I'll give the logins to you so you can maintain them and not lose the previous creations.

Want to know more?

Call or text Eddie at (770) 312-2342 or send an e-mail to eddie@fyiexpress.com.

Sign up today at <http://www.fyiexpress.com/extreme-branding.html>

And I'll start your Extreme Branding tomorrow!