

## Alberta Avenue Business Association Social Media Support for Businesses

Having an online presence is an important part of business today. Customers are looking for a place to easily access information about your products and services. The Alberta Avenue Business Association is now providing online services through the marketing agency, Bottom Line Productions (BLP). AABA has been working with BLP since 2017 on Avenue initiatives, events, social media, and the AABA website.

Here's how they can support you:

### Basic Social Media - \$250 per month

- Set up a profile/page for your business on either Facebook or Instagram. The platform will be decided based on the type of business and your needs;
- Take photos at your business for a photo catalog;
- Store and manage photo catalog;
- Create a monthly content calendar;
- Make posts (one per week) and monitor the account for questions and comments;
- Engage with similar businesses and organizations (once per week) to help grow your following;
- Provide an end-of-month summary of activity.

### Reach Social Media - \$450 per month

- Set up a profile/page for your business on Facebook and Instagram;
- Take photos at your business for a photo catalog;
- Store and manage photo catalog;
- Create a monthly content calendar;
- Make posts (one per week) and monitor the accounts for questions and comments;
- Engage with similar businesses and organizations (once per week) to help grow your following;
- Provide an end-of-month summary of activity.

### Micro-Site Landing Page - \$500, one-time fee

- Create a landing page that provides basic information for your business;
  - Take photos at your business for a photo catalog;
  - Store and manage photo catalog;
  - Write and manage content for landing page;
  - Update with special or promotions once per month in coordination with the business owner.
- \* The micro-site will be hosted on alberta-avenue.com as an expansion of the directory.

All packages are subject to GST and payment processing fees. Social media packages must be committed to a minimum of 3 months.

Looking for more? Custom packages can be discussed upon request. For more information about Bottom Line Productions, visit [bottomlinepro.com](http://bottomlinepro.com).