

You know your
business needs it.



It's everywhere
you look.

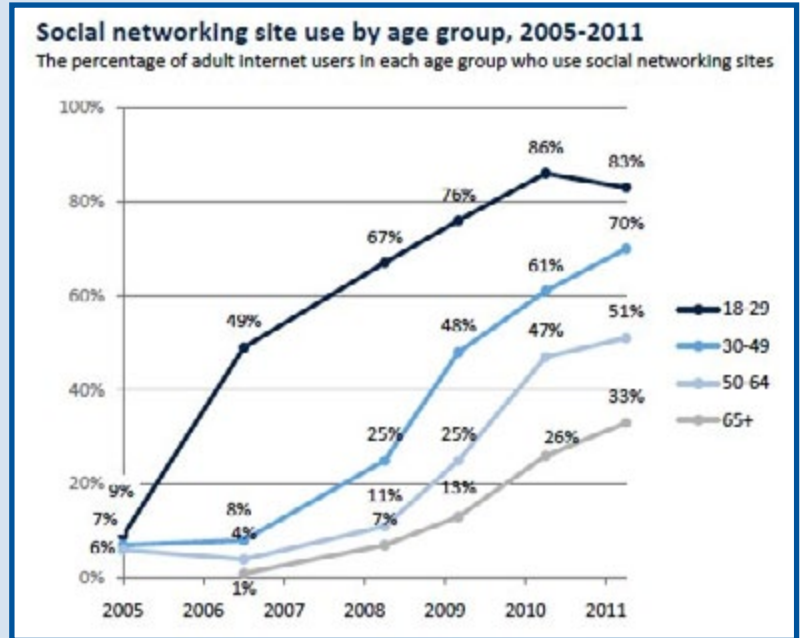


Now WORD-FM can
make it happen.

WORD
.....
CHRISTIAN TALK - FM 101.5

HELPING YOU HARNESS THE
POWER OF **SOCIAL MEDIA**
FOR *YOUR* BUSINESS.

WITH STATISTICS
LIKE THIS, YOU
CAN'T AFFORD TO
NOT BE ON
SOCIAL MEDIA.



LET **WORD-FM** HELP YOU ENGAGE YOUR CUSTOMER COMMUNITY AND BUILD YOUR BUSINESS'S ONLINE PRESENCE WITH A **SOCIAL MEDIA** STRATEGY THAT IS BUILT FROM THE GROUND UP WITH **ROI** IN MIND.

- While our initial consultation is free, other companies in Pittsburgh are charging \$125 for the initial consultation on your business.
- Pittsburgh based Social Media companies will run your social media for anywhere from \$3,500-4,500 a month and national companies will do the same for \$5,000.
- Hiring a Social Media professional to market your business full-time will cost you about \$35,000 in salary alone.

None of these options give you all of the services **WORD-FM** can offer AND get you in front of an ever-growing audience of listeners who trust **WORD-FM** to recommend reputable businesses. Let us show you how pairing radio media with digital marketing can grow your business.

The combination of Radio Advertising and Social Media is a powerful combination that reaches **YOUR** audience in multiple ways with a unified message. Put the power of these two mediums to work for you and see the impact it can have on your business.

Contact your account manager or **WORD-FM's** Director of Social Media, Meghan Speer, (meghan@wordfm.com or 412-503-4765) today to see how you can make this combination work for your business.

WITH PACKAGES AVAILABLE TO FIT EVERY BUDGET, THE WORLD OF SOCIAL MEDIA MARKETING IS NOW WITHIN YOUR REACH. WE CAN HELP YOU LEARN WHAT YOU NEED, GET IT SET UP, SHOW YOU HOW TO MANAGE IT, AND TEACH YOU HOW TO USE IT TO GROW YOUR BUSINESS.

THE DELUXE PACKAGE

\$1,500/month

(ONLY 8 AVAILABLE)

- **All of the benefits of the Enhanced Package**
- Weekly consultations with WORD-FM's Social Media Director to formulate and grow your Social Media marketing strategy
- WORD-FM's Social Media department will run your Social Media platforms with posts multiple times a day that engage your clients and tell your story.
- Monthly reports that show the progress of your Social Media marketing

THE ENHANCED PACKAGE

\$500 Set Up

\$350/month

(ONLY 12 AVAILABLE)

- **All the benefits of the Basic Package**
- Initial training session on how to use all platforms
- Monthly on-going training sessions
- Your business's posts will be reposted/retweeted to WORD-FM's audience of over 4,000 users on a regular basis

THE BASIC PACKAGE

\$500 Set Up

- In-depth consultation with WORD-FM's Director of Social Media to understand your business and its needs
- Complete set up of your business on all applicable social media platforms including Facebook, Twitter, YouTube, LinkedIn, Pinterest, and more
- Initial training session on how to use all platforms. Additional training available for \$99 per session.

ADDITIONAL TRAINING OPTIONS

WORD's Social Media Department will be offering monthly training seminars on Social Media and how to make it work for your business. Topics to include:

- Post, Tweet, Pin, Like, Follow... When to Do Which
- The Basics of Social Media Marketing
- Making Video Work For You
- The Power of the Twitter Hashtag
- Social Media for Small Businesses

Training sessions are free-of-charge for all Enhanced Package customers. All Basic package clients are welcome to attend sessions for \$99 per session.



New Social Media Options: Introducing Enhanced PLUS!

All the benefits of Enhanced (initial consult, set-up, reposting to WORD's audience, monthly training classes) combined with pieces of the Deluxe.

With Enhanced PLUS a WORD FM Social Media Client can ADD the Social Media Platforms that apply to their business or organization!

Enhanced Plus options:

- ENHANCED PLUS TWO (2) PLATFORMS = \$850/Month
- ENHANCED PLUS THREE (3) PLATFORMS = \$1,100/Month
- Select from Facebook, Twitter, LinkedIn, Youtube, or Pinterest



MEET WORD-FM'S DIRECTOR OF SOCIAL MEDIA MEGHAN SPEER

Most people's heads start to spin when they think about trying to keep track of what to "like", who to "follow", when to "post vs. pin"... Meghan is not one of those people.

Meghan understands how people use social media, what information they are looking for and how to craft your message to engage those customers and build your business. You won't have to worry about staying ahead of the social media curve, because she will make sure your business stays there.

Meghan takes her 10+ years of experience in the marketing and public relations field and combines that with a passion for people, making her the ideal person for your social media marketing needs. She has developed successful social media strategies for WORD-FM, Eden Christian Academy, New Hope for Neighborhood Renewal, the Cafe and Creamery, PittsburghChristianSchools.net, and more.

Director of Social Media- Meghan Speer

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MEGHAN SPEER
OR YOUR ACCOUNT MANAGER



WORD_PITTSBURGH
OR YOUR ACCOUNT MANAGER



101.5 WORD-FM PITTSBURGH
BIZ BURGH