



# Revolutionary Social Marketing



## Social Media Content and Management

Achieving measurable success for individuals and organizations of all sizes, one message at a time.



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## Superior Social Media Services

Pittsburgh Writer provides complete social media **content** and **management** that maximizes the power of the top venues.

## Features and Benefits

- ◆ Complete copywriting and campaign creation
- ◆ Personal campaign consultation and updates
- ◆ Keyword research for viral reach of all targets
- ◆ Keywords used to skyrocket SEO web rankings
- ◆ Daily viral and scheduled messaging on all venues
- ◆ Reply to private messages
- ◆ Reply to post comments
- ◆ Regularly recruit targeted followers
- ◆ Regularly drive targeted traffic to all venues.
- ◆ Share industry articles (by others) for brand trust
- ◆ Monthly reports on pages, messaging, and trends
- ◆ Blog and newsletter articles written for your website
- ◆ Press releases written and distributed for your news

**Business page  
messaging and  
full audience  
interactions for  
your preferred  
social media  
channels**



## Exclusive Representation

Pittsburgh Writer enlists **ONLY** one social management client per industry within a designated service area. Clients are granted exclusive representation for their ultimate success. All direct competitors are rejected. **No Exceptions.**



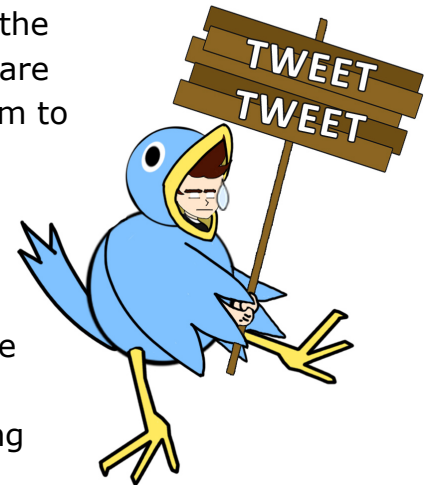
**PittsburghWriter.net**



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## Complete Social Copywriting

Pittsburgh Writer transforms your aspirations and goals into the most powerful social messaging. Marketing communications are assembled to engage all targeted consumers and trigger them to profitable actions for maximum results.



## Keyword Research

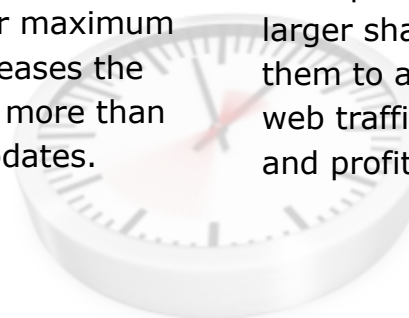
Using social analytics and performing a business analysis, the marketing team will identify the **5 top social keywords** for your market. We'll infuse those keywords into your messaging to grow your audience base, build consumer trust, and skyrocket your SEO on Google and other search engines.

## Auto Messaging

Using social analytics, our marketing team identifies the **keywords** and **behaviors** of your target demographics. We'll then engage with that unique audience at optimal times for maximum results. Auto messaging increases the impact of each message, far more than standard tweets or status updates.

## Scheduled Messaging

Scheduled messages are created to significantly influence your audience base at specific times. Scheduled tweets and updates generate interest among a larger share of consumers and trigger them to action, which leads to increased web traffic, trusted brand awareness, and profitable revenues.



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## Our Best Customers

As marketing competition increases on social media venues, it is absolutely vital that every organization use the power of social outreach to secure top market positions. Pittsburgh Writer achieves success for the following client categories:

- ◆ **Local Businesses:** We'll target current and potential consumers around your geographic location to build sustainable, long-term success.
- ◆ **Individuals:** Entrepreneurs and creative professionals have more time for their projects by letting us handle all social marketing.
- ◆ **B2B:** Raise awareness of your business with key demographics locally and around the world.
- ◆ **Nonprofits:** Enhance your local and national PR initiatives for ultimate fundraising success.
- ◆ **eCommerce Businesses:** Dominate the social landscape while the competition struggles. Only a small percentage of eCommerce businesses and affiliates understand the profitability of social management.





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## Local Market Domination

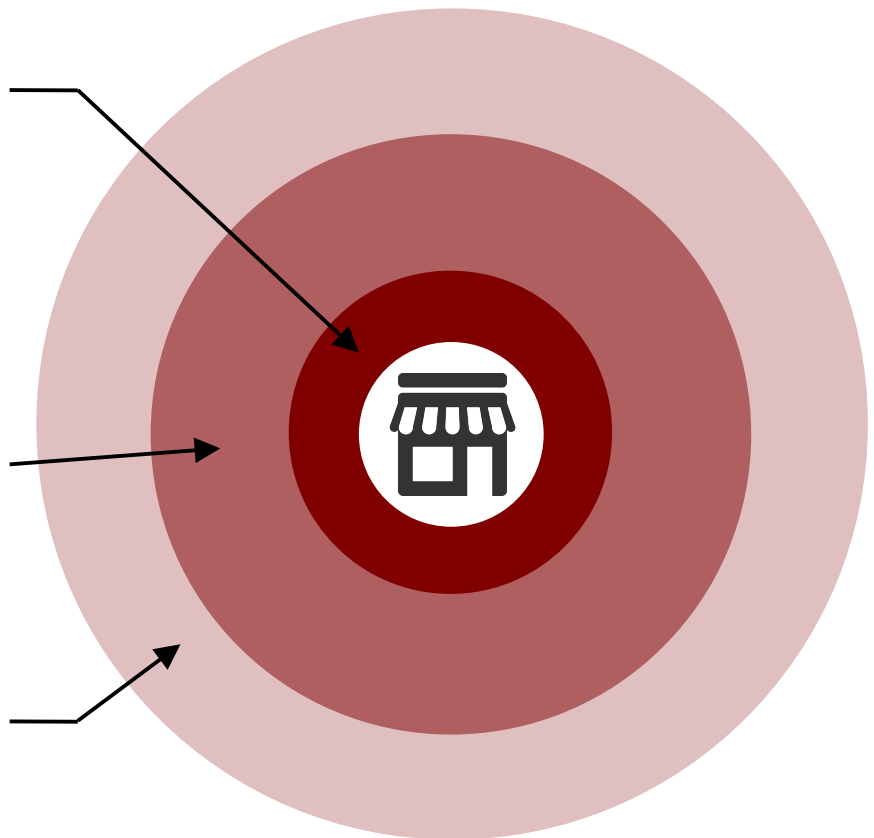
Pittsburgh Writer secures the top market position for local organizations. Using revolutionary tools and proven relationship-building methods, we target your demographic audience base within your geographic location.

Consistent **auto** and **scheduled** messaging engages thousands of consumers in an ongoing dialogue that triggers them to action. Over time, our team generates an **iconic awareness** of your organization for sustainable, long-term success.

Enhance current and potential consumer relationships within a close proximity of your location. Raise awareness and increase local referrals to ensure the top market position.

Build on local word-of-mouth referrals to grow the consumer base in your expanded service area.

Generate buzz and interest of your organization among potential consumers in new locations.



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## Superior Interactions

Pittsburgh Writer regularly engages in meaningful dialogue with target audiences on on social channels to ensure client success.

Interactions we conduct on your behalf are based on the responses from your interview, research, and your input. Every mention, reply, comment, and question receives a response that advances your goals and market position.



## Traffic Generation

The Pittsburgh Writer team regularly recruits and follows targeted audiences to drive forward momentum of your campaign. We also drive targeted *likes* and *shares* on client business pages. The continued growth of your social profiles is the ultimate pathway to long-term success.



The use of automated interactions is a social marketing brand killer. Pittsburgh Writer engages in **true relationship-building practices**. The marketing team never uses bots, illegal software or other devices to SPAM targeted audiences or automate conversations. That's our promise!



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## Detailed Monthly Reports

Pittsburgh Writer compiles easy-to-read monthly reports for performance. Unlike some social management services, we measure the results of each campaign and deliver tangible proof of our engagement to ensure your success.

Clients receive:

- ◆ **General stats report.**
- ◆ **Metrics report on replies sent.**
- ◆ **Twitter profile report.**
- ◆ **Twitter trends report.**
- ◆ **Facebook fan page report.**

Revenue growth divisions.

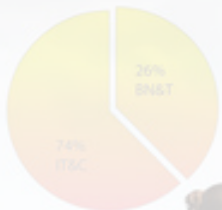
TYU division

FRT division

DYNAMICS OF THE AVERAGE DISTRIBUTION

PERCENTAGE IMPACT ON THE ECONOMY

Distribution of market share among the major industry players



Distribution of market share among the major industry players, IT & C and BN & T was 74% and 26% percent respectively. A further change in the economic situation in the market will be characterized by a more equal distribution of market share major players.

Projected sales products in 2013

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## 5 Easy Steps to Success

Subscribing to Pittsburgh Writer Social Media Management is a simple process that secures your top market position and ensures sustainable, long-term success.

1

**Contact** Pittsburgh Writer to set up a customized plan that's best for your organization.

2

You'll then complete a **questionnaire**. Responses will be used to prep your **interview**, the information-gathering process to set up your campaign.

3

Pittsburgh Writer will use interview information to assemble all **campaign materials**.

4

We'll provide the completed campaign materials for **review** and **approval**.

5

Pittsburgh Writer will then **launch your campaign**. Sit back and relax while the marketing team drives your social outreach for long-term success.



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## Why Pittsburgh Writer?

**PittsburghWriter.net** is owned and operated by Ron Gavalik, a 20+ year veteran professional writer and communications manager. He holds degrees in technical communications, marketing communications, and creative writing. Gavalik and the larger marketing team have proven experience achieving success for every client.

## Pittsburgh Writer Guarantee

Pittsburgh Writer doesn't play games. Client satisfaction is our first priority. Refunds can be requested in full for any social media content or management service before a campaign begins (minus any applicable set up fees). Partial refunds can also be requested if a service is not delivered by your deadlines.

## Recommendations

*Pittsburgh Writer worked hard to breathe new energy into our dry cleaning business. We now have a whole new customer base!*

**-Niki Cermak, Acct. Mgr.,  
Quality Dry Cleaners**

*Ron's knowledge of social media and marketing communications allowed us to deliver a very powerful and direct message.*

**-David Gallagher, Director  
of Success, LandOpt**

*I'm in the BEST hands! You have to give honor where honor is due....God bless you.*

**-Patricia Amis, Owner,  
Snatched from the Fire  
Sportswear**

It's time to make it happen and secure your social media success!

Visit **PittsburghWriter.net** or call Ron Gavalik: **412-607-4592**



**PittsburghWriter.net**