

POTENTIAL CUSTOMERS ARE EVERYWHERE.



ARE YOU SEARCHING FOR THEM,
OR ARE THEY SEARCHING FOR YOU?

Now your Social Networking mission has a professional partner.



Dear Want To Network Better,

We know that you want to network better and we understand how to help you achieve that. Efficiently. Affordably. Successfully.

We're **Virtual Farm Creative, Inc.** and we have been bringing big brand solutions to small businesses for years. We create personalities for independently owned businesses—companies, products and services—to help them compete with big brands employing professional marketing departments. VFC is the professional marketing department for small business.

Now, you have the same power as national companies spending millions on their Social Networking missions. VFC offers all of the benefits of strategic Social Networking to our clients at three distinctly effective, surprisingly affordable and supremely valuable levels of support.

Social Assistant: VFC sets it all up so that you can easily manage your Social Networks.

Social Partner: VFC takes your Social Media to the next level and integrates your web site.

Social Insider: VFC builds networks, develops content and manages your Social Missions.

While you're discovering the value of our Social Networking levels of support, remember that VFC also specializes in search results, online advertising programs, email campaigns, web surveys and blog development. In short, we're as much a partner to your digital brand as we are for companies and organizations marketing in the real world!

Partnering with a creative powerhouse that also understands the nuances of Social Networking and the value of creating and maintaining real dialog with current and potential customers will have immediate and lasting value for your brand.

To get started, give us a shout. We'll assess your situation, untangle all of your wires and start making Social Networking work for you.



Virtual Farm Creative

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Now your Social Networking mission has a professional partner.

Now, brands of all sizes can create positive dialog—engaging potential and existing clients.

Social Networking is the greatest single benefit that the Internet has delivered to small business since ecommerce leveled the playing field with their larger competitors. VFC is poised to partner with clients in the development of sustainable Social Networking plans that include everything from an economical initial consultancy to a proactive content development collaboration.

Whatever level of VFC Social Networking plan you select, you can expect a professional approach that delivers real results:



socialassistant™
by Virtual Farm Creative

VFC demystifies Social Networking and provides the solution to get you rolling...

- Professional set-up of Facebook, Twitter, LinkedIn, Flickr and/or YouTube accounts.
- Linking of Social Media accounts from YOUR website.
- Creatively populate accounts with compelling profile information.
- Deliver easy-to-follow documentation detailing the use of each Social Network.
- Ongoing consultation and maintenance.



socialpartner™
by Virtual Farm Creative

VFC delivers an automated, online client relationship management solution...

All elements of the program above, PLUS...

- Create original RSS feeds for dynamic web page content.
(RSS feeds-web formats used to publish frequently updated works—such as blog entries, news headlines)
- Submit RSS Feed to relevant, free feed directories.
- Automatically push user-created content to select Social Networks.
- Development of original, themed and standardized profile images, banners and welcome pages.



socialinsider™
by Virtual Farm Creative

VFC integrates Social Networking tools with strategic content development...

All elements of the programs above, PLUS...

- Collaborative development of editorial calendar defining content creation.
- Strategically planned posting calendar.
- Daily maintenance and updating of all Social Networks.
- Inclusion of dynamic imagery and brand-centric postings to create awareness, loyalty and dialog.



socialplus™
by Virtual Farm Creative

VFC offers à la carte additions that create a powerhouse online brand experience...

- Targeted and Creative, Pay-Per-Click Advertising Campaigns
- Enhanced Search Engine Optimization (SEO)
- Analytics, Insights and Quarterly Reporting
- Email Blast Integration & Customer Database Management
- Customer Surveys & Contests
- Custom Blog Design

Check out a CASE STUDY...





Now your Social Networking mission has a professional partner.

SOCIAL MEDIA
CASE STUDY:



www.MFLA.com

Main Line Financial Advisors (MLFA), a full-service financial planning and tax advisory firm, with three locations in suburban Philadelphia, engaged VFC for a complete brand overhaul and marketing program. What MLFA received was a best-in-class Internet presence managed by VFC's proprietary **content management system**, supported by powerful **search engine optimization** and coupled with complete **Social Networking integration**.

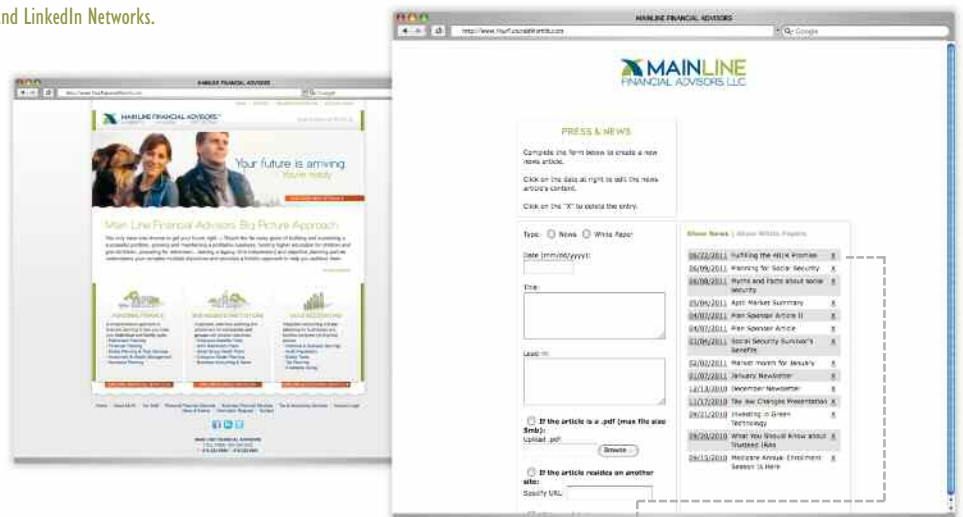
The ability to add News, Events, White Papers and Notices to the MLFA website via a single administrative panel and the full integration of all Social Media Networks was a priority for MLFA to disseminate critical information from a single point of control vs. the pain-staking updating of each Social Network individually.

Enhanced Features of the MLFA Website Include:

- VFC's **Custom CMS** for easy updating of News, Events Calendar, White Paper Documents and Advisor Notices.
- VFC's **Enhanced SEO Program**
- VFC's **SocialPartner Program**
- Dynamic RSS Feeds that push News and Events Calendar data as it is added to the site.
- Automatic Updating of MLFA's Facebook, Twitter and LinkedIn Networks.

“VFC built an integrated network of tools that allows our company to easily update our online presence and to create meaningful dialog with current and potential clients.”

Alfred Matarazzo,
Main Line Financial Advisors



Automatic and Consistent News Posts, Tweets and Status Updates from a single administrative interface.
Posts, Tweets and Status Updates include a link to drive user traffic back to the site!

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