

WHAT IF YOU COULD REACH MORE PEOPLE, MORE EFFECTIVELY; WITH GREATER FOCUS? EDUCATE THEM? SPEAK TO THEIR NEEDS? TELL THEM ABOUT YOU, YOUR SERVICES OR PRODUCTS? GIVE THEM A BIGGER PICTURE, WE CREATE TRANSFORMATIONAL MARKETING BY USING SOCIAL MEDIA, BLOGS, CONTENT DEVELOPMENT, MEDIA RELATIONS, AND AGILE MARKETING. WE CONSISTENTLY AND RAPIDLY DELIVER EXECUTION THROUGH CONSTANT COLLABORATION. ONCE WE GET STARTED WE'RE SURE YOU WILL BE ASKING US, "OK, SO **WHAT NEXT?**"

ABOUT WHAT IF WHAT NEXT™

What If What Next™ brings Agile and Lean work skills to you, our client. Our team consists of a campaign-hardened group of futurists, writers, editors, curators, graphic artists, web developers, social media community managers, videographers, PR experts, project managers, and strategic marketing communicators. What If What Next™'s focus is building awareness, interest, and action with content that is:

BEHAVIOUR-DRIVEN: Maintains or alters consumer behaviour.

TARGETED: Aims toward defined audiences.

FLEXIBLE IN FORMAT: Enables interaction across multiple platforms, including mobile, video, print, web, blogs, social networks, forums and more.

EDITORIAL-BASED: Informs, educates and entertains with relevant, concise, creative, and valuable content.

INNOVATIVE: Offers thought leadership using Predictive Analytics, Futurecasting and Infographics to chart new business development strategies.

MARKETING-BACKED: Builds on underlying marketing and sales objectives.

Enterprise Results at Startup Prices

905-709-8582, whatifwhatnext@on.aibn.com www.whatifwhatnext.com

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1) Social Media Asset Build

\$450+ one time

WORDPRESS BLOG, LINKEDIN, FACEBOOK, TWITTER, PINTEREST, GOOGLE+

Keyword and Industry Research

Strategy Development

Blog Setup with Branding Integration

Profile Setup and Optimization

Client Interview and external research for content development

Editorial Calendar

2) Blog Package

\$450+/month

3-4 BLOG POSTS PER MONTH

Well Written Unique Posts

Current Topics

Keyword Driven

Optimized Posts

Brief Monthly Recap & Strategy

Promoted via Social Media

Comment Management

Social Media Promotion

3) Social Media - Get Started!

\$250+/month

FOR FACEBOOK, TWITTER OR PINTEREST

2-3 Posts per Week on 1 Social Media

Management, Updates & Engagement

Networking & Gaining Followers & Likes

Optimized Posts

Brief Monthly Recap

4) Social Media - Dive in!

\$550+/month

FOR FACEBOOK, LINKEDIN, PINTEREST, GOOGLE+ AND TWITTER

4-5 Posts per Week on 3-4 Social Media

Management, Updates & Engagement

Networking & Gaining Followers & Likes

Gaining followers & "likes"

Directory Submissions

Brief Monthly Recap & Strategy

5) Premium Social & Blog Package

\$1000+/month

ACCOUNT REVIEW & UPDATES AS REQUIRED

4 Monthly Blog Posts

Promoted via Social Media

Directory Submissions

7-10 Twitter, Pinterest, LinkedIn & Facebook Weekly Updates

Video Production

Gaining followers & "likes"

Monthly Recap & Strategy

Enterprise Results at Startup Prices

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