

# Abraham & Harrison

Abraham Harrison, LLC

## Experts in Digital PR, Social Media Marketing, and Online Reputation Defense

### Our Distinction

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We are a 100% online media shop, born of the internet, and living our daily lives in the world of social media. We are not an “old-school” PR shop trying to quickly jump on the “new-school” digital bandwagon, hoping to understand the digital space and making mistakes on your dime.

We are a well-practiced team of 31 professionals who live online social media day in and day out – not just thinking big ideas, but doing real operations. We know that big ideas are great, but that their power comes from excellent professional execution. We understand that there is far more to being a surgeon than reading how an operation is done; far more to being an engineer than having blueprints in your hands, and far more to being a chef than being able to read a cookbook.

Online social media marketing and PR is what we do all day, every day, and have successfully been doing for many years. We are much more than consultants. We deliver the extraordinary impact of social media to our clients through hands-on strategy execution and management. Our confidence in our ability comes from not only our proven results but also from our established relationships, presence, and contacts in the social media sphere. We take campaigns to a much higher level than anyone else in the field, activating thousands and reaching millions every day we are on the job for our clients.

### Our Promise

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We will get your brand out in front of the world, in front of the eyes of those you want to reach. Our engagement will drive your visibility among the people you want to reach, both directly where they “live” online, and in the search engine results where 80% of internet traffic originates. Your brand will be endorsed and promoted by online influencers from the A-list all the way down through the powerful long tail, giving you word-of-mouth promotion directly from the people your customers trust and follow.

### Your Advantage

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This guide is your first step in leveraging the tremendous power of social media to promote and protect your brand’s reputation. We’re happy to help you connect powerfully with your natural clientele online and with online influencers who are speaking to the communities you’d like to reach and whose voices will influence those to whom you wish to connect.

Mark Harrison, CEO  
Abraham Harrison, LLC

Chris Abraham, President and COO  
Abraham Harrison, LLC

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## I. SOCIAL MEDIA CONVERSATION MARKETING

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Abraham Harrison are experts in the art of building and creating reputation through online engagement, be it through blogger engagement or on Facebook, MySpace, LinkedIn, message boards, Yahoo groups, Google groups, YouTube, Twitter, mailing lists, listserves, email and even Usenet. We continually explore, grow and expand our reach within key social media outlets to identify the optimum number of SM platform(s) a specific brand should be participating in and to provide updated recommendations and calls to action.

### A. Blogger Relations

Our many years online allows us and you the privilege of currently communicating with up to 30,000+ bloggers and journalists who can carry your message throughout the blogosphere. We also have the unique ability to easily cultivate relationships with new blogger and journalist demographics within a very short time. Our competitive advantage lies in our understanding the culture of blogging, and respecting and adhering to its norms and expectations.

#### 1. Community Outreach (Top Down Approach - Influencing The Influencers)

Our personal outreach methods will result in you and your brand receiving **earned media coverage** (not paid media coverage): honest enthusiastic, real coverage from influencers into their communities. This coverage not only reaches and influences their immediate readership, but also dominates the search results. In our outreach campaigns, we regularly get 50 to 200 articles published for a client per 4 to 8 week campaign period.

##### a. Influencer Engagement

We identify influencers whose platform and writings speak to the demographics you want to reach. We get them to carry your message to their readership giving you an implicit or explicit endorsement. We can potentially reach millions of readers using the following tactics resulting in **earned media coverage**.

- **Identify Relevant Influencers In Targeted Communities (Universe Creation).** “Universes” are what we call the lists of contacts and general descriptive information of influencers. We will work with you to determine what the most appropriate definers/grouping will be and how granular and specific they should be. A list of your current audiences is a great place to start. In addition we can develop additional universes that will be receptive to your goals.
- **Reach Out To Influencers (“A-Listers”).** A personal outreach to A-listers who have huge readerships may require a higher-touch approach to move past their “celebrity” defenses. We will handle each individually with our in-house A-list bloggers who have relationships with this community.
- **Provide A “Gift” (Offer the Influencer Something).**
  - Usually not a tangible item, but it could be
  - Service offer that solves a problem for bloggers readership
  - Offer access to company CEO or top brass for interview (email, phone, videocall)
  - Access to some exclusive offer or information
  - We can craft and combine all of the above or customize for you
- **Call To Action (Included With Gift).** We will craft a call to action which is compelling to both the influencer and their readership while clearly and directly supporting your interests.
  - Announce and/or review your service/product
  - Get interviews (i.e., voice, video, email) and/or do podcasts with top execs of your company
  - Distribute an exclusive offer or information
  - Support a cause
  - Take political action

- **Outgoing Message Creation, Initiation and Follow Up.** We will create an appropriate and auto-personalized message(s) for each universe dependent on the interests and focus of each blogger sub-group and the type of “Gift” that is being presented. The message(s) must also be topically, stylistically and culturally appropriate. We will also ensure the message is respectful of all applicable sensitivities.
  - Finalization of messaging
  - Merging with universe data
  - Sending
  - Individual follow-ups to responses
  - Cultivation of relationship of Influencers embracing the “Gift” and “Call to Action”
- **Build Relationship/Boost Influencers Blogger Standing in the Community.** We will solidify your influencer connection to ensure the relationship will be ongoing into the future and hopefully will be able to be leveraged repeatedly as fresh topical newsworthy events arise and are utilized for new outreaches.

## 2. Journalist Outreach

There are many active blogs maintained by traditional media journalists with millions of active readers. Since many journalists read and maintain blogs, there is a complementary or even synergistic relationship between blogs and traditional media according to The State of the News Media 2007.

### a. Online Press Coverage

This, as in blogger outreach, is earned media coverage (not paid media coverage) through our outreach to members of traditional media within the blogosphere which improves your brand exposure to an even larger readership.

### b. Online Press Releases – Traditional Press Releases

There is still also an online niche for more traditional text-based press releases. We can write and distribute them to ensure that your news is being released into the ecosystem where many traditional media journalists are looking for news leads.

## 3. Content Creation and Mirroring (SEO)

We can help you determine and implement the best methodology for creating compelling content. Regardless of which system you choose we will cross post your content on multiple blogs and social media platforms for maximum readership to further improve your brand presence and bolster SEO in the search results.

### a. Assign a Staff Member

If key staff members don't have time, inclination, or writing talent to create content a creation system and methodology must be put in place.

### b. Hire a Blogger

We will work with you to find a blogger for hire by reviewing writing style, consistency, social media participation and ability to work in a team.

### c. Establish a Ghost Writing System

This is a writing system where topics are suggested (by the writer or key staffer), a concept outline provided by the key staffer, the posting is written by the professional writer, the posting is edited and approved by key staffer, proofed by an editor (optional) then article is posted.

#### **4. Blogging Policy, System and Culture Conformity (Best Practices)**

Abraham Harrison will help your team get the blogging policy right. Following online best practices by implementing a clear, natural, and uncensored corporate policy which correlates to the culture of blogging will make a difference between you being a welcomed contributor or being mocked as a soulless shill or an embarrassment and danger to the company.

##### **a. Writing Freedom**

It is essential to have a clear policy for your company's blogger particularly in terms of outlining and reserving their freedoms as writers. With a clear understanding by the blogger and the company, you avoid cringe-inducing embarrassments of inappropriate disclosure and language.

#### **B. Online Community Engagement**

##### **1. Grassroots Conversation Engagement (Bottom Up Approach)**

Abraham Harrison can identify virtually thousands of conversations already happening online where you can provide a service or product people are seeking. Everyday millions of people are tapping into these conversations as active participants or passive "lurkers" (Lurkers comprise 10 to 100 times the number of active participants).

##### **a. Link ability and SEO Enhancement**

The places where we speak for you will have your contact information and links back to your website, blog, online profiles, etc. The channel to your sales systems can be present, encouraging both people and the search engines to find you.

##### **b. Online Community Involvement**

We will be answering the questions people are asking and provide needed information. We will also be present for you in the forums, social networking sites (SNS) and comment-based conversations. We then can use these contributions as "Gifts" for both the influencers and for us to leverage in spreading the "good news" about your offerings.

##### **c. Become a Respected Hero**

We can win you tremendous respect and gratitude. Our goal is to ensure that you are perceived as a trusted member of society and of the communities. You will be valued by contributing more than you are taking.

##### **d. Word of Mouth Promotion**

Good "citizenship" is rewarded in the online community with word-of-mouth endorsements both at the influencer and at the grassroots level, both of which we will seed, encourage and amplify.

## II. ONLINE DEFENSIVE STRATEGIES

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Our proven and well-refined methods, as well as our long-established credibility, gives us particular efficacy in influencing top search results. We employ an assortment of tactics to chaff and flare, which draws the search engines' attention to positive and neutral results and away from the problematic negative results. With our vast network and effective systems, we are able to provide viable permanent solutions to online reputation problems and unfavorable publicity.

### A. Crisis Management

Abraham Harrison can engage, respond, and turn the tides when something goes completely wrong for you online. Moreover, we can help you put preventive measures in place to ensure your online identity is kept pristine. These responsive and preventive measures are:

1. Initiating membership into influential communities
2. Joining the conversation
3. Building your credibility
4. Developing an SEO and blog strategy
5. Establishing yourself as an online opinion leader

### B. Reputation Clean-Up

It is not possible to make information on the Internet disappear unless the people who put the information online in the first place take it back down again—even then, the data is often mirrored elsewhere or cached and re-served by the likes of Google and The Wayback Machine. The method is to make the undesirable results needles in haystacks—it can be there, but only people really intent on finding it will come across it.

### C. Reputation Positioning

An online search results sanitization campaign is a long-term commitment, much like treating a cancer. It begins with a period of intense assault on the problem to beat the negatives down followed by an on-going maintenance regime to keep them down. An online search results sanitization campaign requires subtly convincing the search engines that what they previously believed (i.e., that the currently highly-ranked negative results are indeed some of the most valuable and relevant results) is no longer true, and that the neutral and positive content that we identify or create is far more valuable and relevant and therefore should rank highly, pushing the negative results down into the obscurity of lower rankings.

### D. Search Engine Optimization (SEO)

You are not helpless in the face of negative search results. A directed, well-executed, diligent campaign will place your desired results high in the list, pushing undesirable results down to irrelevant pages where the majority of Internet users do not bother to look. 90% of searchers never look past the first page (the first 10 results. 99% of searchers never look beyond the second page). We will work to get the undesirable results as far from those first two pages as possible. This requires a bit of time, 6 to 8 weeks of concerted effort generally, to get results moving away from where the search engines have long believed them legitimately to stand, toward the new state that we desire, with those negative results far below the neutral and positive ones.

### E. Monitoring, Response and Maintenance

Once we get negative results moving and out of stasis, we keep them moving until we are happy with the results, then maintain them in place, so that the negative results (which naturally have their own legitimacy in the eyes of the search engines) do not move back up again. It is a bit like braces on a child's teeth which are then followed by a retainer that keeps them straight and prevents them from slipping back to their original crooked state.

### III. SOCIAL NETWORKING SITES (SNS)

To leverage the tremendous power of the numerous community and communication sites we will create, build and grow a presence on all the relevant SNS and ensure that these profiles are continually maintained and promoted.

#### A. SNS Curating and Management

Social Networking Sites are generally well-optimized for the search engines so there is a better chance of people stumbling across your presence in their searches because of the sheer increase in the number of elements of presence you have and by the fact that these already attractive Web pages will further bolster your corporate website and your blog by linking to them. The following actions will drive membership from the SNS but perhaps more importantly, will have a significant effect on your SEO.

1. Group & Event creation, invites and promotion
2. Page customization and design
3. “Friending” of other members of the SNS
4. Updates maintenance
5. Profile maintenance and development
6. Communications management within the SNS (i.e., questions, inquiries, and announcements)
7. Conceptualization of the widgets (development is a separate budget, though we can direct you to the right developers)
8. Distribution of the widgets.

It’s important to remember that many of the interactions you have with your followers in the social networks become visible to all the followers in their networks, and so on. Thus, while we actively encourage and promote increasing your own number of followers, we help you make your engagement there engaging enough that your interactions will get rated, favorited, “thumbs up”, etc. and therefore those endorsements will then be seen by vast numbers of people—Facebook, for example, is now up to 300 million users—in the network.

#### B. SEO Domination

We may choose to create profiles on as many SNS as possible. We generally recommend beginning with Facebook. Depending on your need and ultimate goal we may recommend any of the following SNS to maximize SEO.

<a href="#">Advogato</a>	<a href="#">Friends Reunited</a>	<a href="#">MocoSpace</a>	<a href="#">SocialGO</a>
<a href="#">Amie Street</a>	<a href="#">Friendster</a>	<a href="#">MOG</a>	<a href="#">SocialVibe</a>
<a href="#">ANobii</a>	<a href="#">Frühstückstreff</a>	<a href="#">Multiply</a>	<a href="#">Sonico.com</a>
<a href="#">aSmallWorld</a>	<a href="#">Fubar</a>	<a href="#">Muxlim</a>	<a href="#">Soundpedia</a>
<a href="#">Athlinks</a>	<a href="#">Gaia Online</a>	<a href="#">MyAnimeList</a>	<a href="#">Stickam</a>
<a href="#">Avatars United</a>	<a href="#">GamerDNA</a>	<a href="#">MyChurch</a>	<a href="#">StudiVZ</a>
<a href="#">Badoo</a>	<a href="#">Gather.com</a>	<a href="#">MyHeritage</a>	<a href="#">Supernova.com</a>
<a href="#">Bebo</a>	<a href="#">Geni.com</a>	<a href="#">MyLife</a>	<a href="#">Tagged.com</a>
<a href="#">Bigadda</a>	<a href="#">Gogoyoko</a>	<a href="#">MyLOL</a>	<a href="#">Talkbiznow</a>
<a href="#">Biip</a>	<a href="#">Goodreads</a>	<a href="#">MySpace</a>	<a href="#">Taltopia</a>
<a href="#">BlackPlanet</a>	<a href="#">Gossipreport.com</a>	<a href="#">myYearbook</a>	<a href="#">TravBuddy.com</a>
<a href="#">Broadcaster.com</a>	<a href="#">Grono.net</a>	<a href="#">Nasza-klasa.pl</a>	<a href="#">Travellerspoint</a>
<a href="#">Buzznet</a>	<a href="#">Habbo</a>	<a href="#">Netlog</a>	<a href="#">tribe.net</a>
<a href="#">CafeMom</a>	<a href="#">hi5</a>	<a href="#">Nettby</a>	<a href="#">Trombi.com</a>
<a href="#">Cake Financial</a>	<a href="#">Hospitality Club</a>	<a href="#">Nexopia</a>	<a href="#">Tuenti.com</a>
<a href="#">Care2</a>	<a href="#">Hyves</a>	<a href="#">Ning</a>	<a href="#">Tumblr</a>
<a href="#">Classmates.com</a>	<a href="#">ibibo</a>	<a href="#">Odnoklassniki</a>	<a href="#">Twitter</a>
<a href="#">Cloob</a>	<a href="#">imeem</a>	<a href="#">OkCupid</a>	<a href="#">V Kontakte</a>
<a href="#">College Tonight</a>	<a href="#">IRC-Galleria</a>	<a href="#">OneClimate</a>	<a href="#">Vampirefreaks</a>

<a href="#">CouchSurfing</a>	<a href="#">italki.com</a>	<a href="#">OneWorldTV</a>	<a href="#">Viadeo</a>
<a href="#">DailyStrength</a>	<a href="#">InterNations</a>	<a href="#">Open Diary</a>	<a href="#">Vox</a>
<a href="#">DeviantART</a>	<a href="#">itsmy</a>	<a href="#">Orkut</a>	<a href="#">Wakoopa</a>
<a href="#">Disaboom</a>	<a href="#">iWiW</a>	<a href="#">OUTeverywhere</a>	<a href="#">Wasabi</a>
<a href="#">dol2day</a>	<a href="#">Jaiku</a>	<a href="#">Passportstamp</a>	<a href="#">WAYN</a>
<a href="#">DontStayIn</a>	<a href="#">Jammer Direct</a>	<a href="#">Pingsta</a>	<a href="#">WebBiographies</a>
<a href="#">Draugiem.lv</a>	<a href="#">kaioo</a>	<a href="#">Plaxo</a>	<a href="#">WebDental</a>
<a href="#">Elftown</a>	<a href="#">Kaixin001</a>	<a href="#">Playahead</a>	<a href="#">WeOurFamily</a>
<a href="#">Epernicus</a>	<a href="#">Kiwibox</a>	<a href="#">Playboy U</a>	<a href="#">Windows Live Spaces</a>
<a href="#">Eons.com</a>	<a href="#">Last.fm</a>	<a href="#">Plurk</a>	<a href="#">WiserEarth</a>
<a href="#">Experience Project</a>	<a href="#">LibraryThing</a>	<a href="#">Present.ly</a>	<a href="#">Xanga</a>
<a href="#">Exploroo</a>	<a href="#">lifeknot</a>	<a href="#">Qapacity</a>	<a href="#">XING</a>
<a href="#">Facebook</a>	<a href="#">LinkedIn</a>	<a href="#">quarterlife</a>	<a href="#">Xt3</a>
<a href="#">Faceparty</a>	<a href="#">LiveJournal</a>	<a href="#">Ravelry</a>	<a href="#">Yammer</a>
<a href="#">Faces.com</a>	<a href="#">Livemocha</a>	<a href="#">RenRen</a>	<a href="#">Yelp, Inc.</a>
<a href="#">Fetlife</a>	<a href="#">LunarStorm</a>	<a href="#">ResearchGATE</a>	<a href="#">Youmeo</a>
<a href="#">Filmaffinity</a>	<a href="#">MEETin</a>	<a href="#">Reverbnation</a>	<a href="#">Zoo.gr</a>
<a href="#">FledgeWing</a>	<a href="#">Meetup.com</a>	<a href="#">Ryze</a>	
<a href="#">Flixster</a>	<a href="#">Meettheboss</a>	<a href="#">scispace.net</a>	
<a href="#">Flickr</a>	<a href="#">Mixi</a>	<a href="#">Shelfari</a>	
<a href="#">Fotolog</a>	<a href="#">mobikade</a>	<a href="#">Skyrock</a>	

### C. **Twitter Management**

Twitter is much more than simply broadcasting. We position you as a valuable addition to the Twitter “community” by providing the required time, commitment and understanding of how the Twitter community communicates, responds and interacts. Our staff can engage using pre-selected messages and monitor keyword discussions specific to your brand. In addition, we can manage “tweets” across 14 time zones for maximum readership and post tweets on multiple social media platforms to further improve your brand presence and bolster SEO in the search results.

#### 1. **Customized Profile Creation, Initial Prospecting and Retweet to Our Follower Base**

The look and feel of your profile will reflect your corporate brand. Friends are prospected from a substantial database of influential Twitters so that growth will be accelerated. Abraham & Harrison has over 27,000 followers on Twitter and we will actively “retweet” (\*remessage) the tweets from your profiles through our Twitter channels, adding to the instant reach and messaging access.

#### 2. **Writing Services**

We can offer tweet-writing services, providing 100+ pre-written and preapproved tweets. We will write the initial 140 character tweets and pass them by you for editing, suggestions and approval, then submit them via your profile in an optimized timeframe.

#### 3. **Reciprocal Relationship Execution**

Twitter is not simply about being followed, it is a relationship. “Following back” is an important part of building a relationship. We will make sure we offer reciprocal follows and maintain each relationship and constantly promote brand in a Twitter appropriate manner.

#### 4. **Tweet Cross Posting on 30+ Social Media Platforms**

We're able to make certain any and all tweets get cross posted on any other profile you may maintain, including Facebook, Plurk, MySpace, LinkedIn, Tumblr, Identi.ca, Brightkite, FriendFeed, Jaiku, Blogger, Plaxo Pulse, LiveJournal, Bebo, hi5, Mashable, kwippy, Xanga, Wordpress.com, Rejaw, Delicious, Friendster, Yahoo, 360, Korrnk, Diigo, YouAre, Multiply, Flickr, Utterli, etc.

## 5. Really Simple Syndication (RSS) Integration

We also can cross post any RSS news feeds you are currently producing, be it on your blog or web site news. We will cross post to Twitter in order to allow your followers to keep up-to-date with your current news, content and information, many people are starting to use Twitter in lieu of their RSS new reader or blogs.

## 6. Keyword Monitoring and Response

In consultation with you, we develop a set of keywords to be monitored. Whenever conversations on those topics occur on Twitter, we seamlessly and professionally engage in them to benefit your brand.

# IV. MULTI-MEDIA

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We can expand and personalize a campaign with the use of various technologies. Choose audio or video: either can be applied to any product or type of business. A podcast listener can develop a stronger human connection with you by hearing your voice and listeners can be assured of being kept up to date with podcast news as soon as it goes public. Both video and audio can create a “buzz” or “viral” effect thus expanding your online reach. Additionally, videos can be posted on all video-sharing sites to get more coverage and dominate search results.

## A. Podcasting

### 1. RSS Integration

We can syndicate your podcast automatically so your subscribers and followers can receive timely updates as soon as your information goes public.

## B. Video

### 1. Blogging

We will guide you on the creation of additional video assets of your own, like short information or advice videos that act as valuable and highly-respected “gifts” to the community which we will spread via the Blogger Outreach and Conversation Engagement methods outline above.

### 2. Asset Distribution

We will help you massively amplify the effect of such high credibility-giving assets by getting them out to the places online where people will find them and where they will further dominate the search engines.

### 3. Asset Promotion

We will place and promote your videos on SNS and via your own site and blog. For the sake of search engine domination, an additional tactic would be to make sure that your video assets are distributed on all available video sharing sites, which could include any or all of the sites listed in **table 2**, depending on how aggressive we want to be with this tactic. Because of its dominance, we recommend beginning with YouTube, and can use YouTube promotion on your behalf to ensure not only views of your video assets, but click-throughs to your site directly from the video.

**Table 2.**

Afreeca	Flickr	OneWorldTV	Truveo
AniBOOM	Funnyordie.com	Ourmedia	Tudou
AtomUploads	Gawkk	pandora tv	Twango
BGVIP.TV	Google Video	Photobucket	Vbox7
Blinkx	Gubb	Rayzz	Veoh
Blip.tv	Hulu	Rambler Vision	Vidoosh
Break.com	Imeem	ReelTime.com	Vimeo
Buzznet	Indiavideo.org	Revver	Vuze
Crackle	Kewego	RuTube	Vzzaar
Dailymotion	Liveleak	Sapo Videos	Yahoo! Video
EngageMedia	Megavideo	Sevenload	Youku
ExpoTV	Metacafe	Tangle.com	YouTube
Facebook	Myspace	The Video Bay	
Famecast	MyVideo	TroopTube	

**C. Webinars**

Creating a webinar is not difficult for anyone who is an expert in his field and used to giving presentations. It is essentially a PowerPoint presentation done online instead of a conference room. The challenge is promotion and the smooth technical execution of the campaign. That is where we can make a difference and provide value. Webinars provide you with:

- a valid and compelling reason to reach out with a gift, rather than just an ad
- a permanent resource you can offer online, continuing to generate interest in your brand long after the live event
- potential lead generation from among the webinar registrants

**V. AUDITING, MEASUREMENT AND REPORTING****A. Reporting Your Results**

We “triangulate” success by looking at a whole series of metrics that show clearly the impact of our campaigns. Depending on the service you have chosen, we offer initial assessments in the form of baseline audits, then compare those metrics when reporting our results.

Our measurements are acquired from:

- Within the social media sites themselves, where available
- Social Media Monitoring tools we have purchased and become expert users of
- Our own counts and calculations of percentages of engagement, based on what rate of pick-up of your message occurred vs. the total outreach universe
- Numbers of hits and click-throughs

In addition to numbers and result rates, our measurements can tell you:

- The relevance, influence and/or traffic of the sites carrying your message
- Geographical spread
- Tone and Sentiment associated with mentions of your brand

**B. Audits and Social Media Monitoring**

Every day, people are likely mentioning you or your brand somewhere online. Unlike traditional word-of-mouth, their opinions are now a matter of public record, and will remain available for others to come across, and respond to, long into the future. Content on the internet is huge and constantly expanding, especially in social media. How are you to know what is being said about you? Whether people are speaking of you in positive or negative terms, knowing what is being said, when to respond, and how to best go about doing so, can have a major impact on your brand.

Finding conversation about a brand is not as simple as typing your name into Google. Entrepreneurs have been entering the market with a variety of new tools that provide different kinds of monitoring services. We have evaluated the available online social media monitoring tools, have trained users, and accounts with each and can provide different levels of monitoring service. Above all, we can provide intelligent analysis of the raw data the monitoring mechanisms spit, leading to timely warnings, recommendations for action, and even immediate tactical response from our operations team.

We offer either one-time snapshots, or on-going monitoring

- A one-time evaluation of your online reputation, with a report of the level and content of social media conversation about your brand going back to late 2007. This will include a list of key blogs, forums, Twitterers, and Facebook contributors, commentators, and group owners for you to read, join, and monitor on your own
- An initial evaluation, as described above, followed by continual ongoing service that provides you with:
  - Constant monitoring of what is being said, by whom, and where
  - Alerts when conversation is out of the ordinary and requires a response
  - Advice about how to respond, including submitting responses (approved by you in advance) on your behalf
  - Optionally, intelligence about brands you have identified as competitors
  - Identification of the key social media outlets that you should be commenting on regularly in order to join the conversation about your brand in a meaningful way. This makes it seamless when you need to respond to a crisis, because you are already a known and respected member of the community, rather than an outsider coming in to participate only when you don't like what is being said.

## **VI. WEB NAME SERVICES & CONTENT SYNDICATION**

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Abraham Harrison leaves no stone unturned. Covering domain basics can be key to securing your brand. Additionally, Abraham Harrison will implement a strategy using RSS to allow your prospects and clients to easily subscribe to your "messages" maximizing the reach of all your current content and online PR initiatives.

- A. RSS Feed and Syndication Strategy
- B. Domain Name(s) Registration and Trademarking
- C. Domain Name Protection and Promotion

## VII. DIRECT OUTREACH

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Parallel to our refined and effective methodology that allows us to reach out to hundreds or thousands of protocol sensitive bloggers, we have developed a sister methodology that enables us to reach out directly to people you want to connect with in a manner that is personal and individual. This is far more than “direct mail”, it is powerful individual relationship development but at a cost equal or lower than direct mail. With your “Gifts” and “Calls to Action” presented in a personalized and friendly manner, our Direct Outreaches are met with a motivated, enthusiastic response. We can connect you with potential customers and business partners in a field identified by you, or with those we have already cultivated, including:

- A. PR Firms
- B. Crisis Management Firms
- C. Advertising Agencies
- D. NGOs
- E. Top Marketing Bloggers
- F. Foundations
- G. Lobbyists/Advocacy Groups
- H. Political Communication Shops