



**COMPREHENSIVE CREATION AND MAINTENANCE OF YOUR COMPANY'S ONLINE VOICE:**

VSN WebVox™ combines message strategy, content creation and monthly maintenance of your total online media presence for an affordable monthly fee.

**Program elements** are selected and combined to match your marketing objectives, and may include:



- **Web site** (your company URL)
- **Thought leadership content** (Gold Papers, White Papers, eBooks, etc.)
- **Networking media** (LinkedIn groups, Facebook, Naymz, Plaxo, etc.)
- **User generated content** (Blog; commentary sites; RSS feeds; and zines)
- **Microblog** (Twitter, GroupTweet, etc.)
- **Online research** (Survey Monkey, Zoomerang, Survey Gizmo, etc.)
- **Social news and bookmarking** (Digg, Delicious, Stumbleupon, etc.)
- **Media content** (Vuvox, Vimeo, Slideshare, YouTube, etc.)
- **Widget development** (Widgetbox, Gigya, etc.)
- **Email marketing and list development** (iContact, Vertical Response, Constant Contact, etc.)
- **Online media releases** (PR Newswire, PRWeb, etc.)
- **Tracking** of links to your content (Google Analytics, etc.)
- **Industry-specific and localized messaging**

**VSN WebVox™ Extends Your Reach\***

Combining a custom selection of the elements above, we **build and maintain your corporate voice** across the Web, for a far lower cost than traditional public relations counsel. With VSN's ongoing help and support, you craft thematic consistency and interlink the elements to create a high level of Web activity that helps your company score high on search engines and expand its reputation.

The result is an evolving **web presence** – a combination of **visibility** and **credibility**, across the multiple linked channels of the Internet. Your company is more search-able, more find-able, more believed, more in contact, more **heard**.

VSN works with your thought leaders, with your in-house marketing team, in harmony with your other advertising and PR resources to develop and deliver required campaign and continuity elements.

For real time™ monitoring convenience, links to all your **VSN WebVox** program elements are aggregated on a **secure portal page** hosted by VSNstrategies.com.

Monthly retainer starts at \$2,400 for a basic WebVox package, scaling as your needs expand. Thought-leadership content creation and copywriting projects may be priced separately.

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