



Panacea3, LLC

Digital Reputation MGMT

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P3 Digital Reputation MGMT Service Offerings	Discounted Packaged For Small to Mid-Sized Entities			Custom Solutions for Larger or Specialized Entities		
	Silver	Gold	Platinum	Tier 1	Tier 2	Tier 3
<i>(Items with "****" indicate initial setup services)</i>				Basic	Intermediate	Advanced
Content curation and management of social sites.**	3 social sites.	4 social sites.	5 social sites.	5 social sites.	8 social sites.	10+ social sites.
Locate related social sites. Find, follow, and subscribe to key audience and content. Publish or update profile information, biographies, and custom URLs.						
Content population and updates.	4 updates a month.	8 updates a month.	12 updates a month.	20 updates a month.	20 updates a month.	Unlimited.
Raise awareness and build relationships by posting related content, news, and events for targeted audiences on social networks. Share audience related content, news, and events.						
Platform reporting and interpretation.	✓	✓	✓	Basic Monthly	Intermediate Weekly	Advanced Weekly
Analyze and share the current state of web traffic and target audience locations. Compile media consumption trends and update impressions on social networks.				Track the number of media plays and subscribers on social sites.	+Utilize google analytics to track web traffic.	+Utilize social media monitoring tools to track audience sentiment, search for quotes, and interpret internet buzz.
Consultations and direct access to account manager.	X	20 minutes a month.	45 minutes a month.	Basic Monthly	Intermediate Weekly	Advanced Daily
Ongoing direct communication with consultant over the phone, email, skype, IM, or google applications regarding objectives and troubleshooting.	Email only.	Phone and email communication.	Phone and email communication.	1 hour monthly phone, skype, or IM communication.	45 minute weekly phone, skype, or IM communication.	Daily phone, skype, or IM communication.
Online reputation MGMT setup.**	X	X	Basic - 10 social sites.	Basic - 10 social sites.	Intermediate - 15 social sites.	Advanced - 15+ social sites.
Prepare social media monitoring tools and create google alerts for related keywords and queries. Secure unclaimed profiles and URLs online. Manage privacy and notification settings.			Secure unclaimed profiles, URLs, manage privacy and notification settings.	Secure unclaimed profiles, URLs, manage privacy and notification settings.	+Prepare google alerts.	+Prepare social media monitoring tools.
Online reputation audits.	X	X	Quarterly	2/month	Weekly	Weekly
Search for unsecured URLs, domain squatting, and assess sentiment.						
Customer relationship MGMT database.**	X	X	✓	✓	✓	✓
Create a database of target audience members and their engagement across the online eco system.			Existing email list only.	Varies case to case.	Varies case to case.	Varies case to case.
CRM mailing campaign with tracking/analytics.	X	X	1 update a month.	1 update a month.	2 updates a month.	4 updates a month.
Update targeted CRM database members on news and events with email notifications via email marketing platform. Notifications are tracked with analysis tools like google analytics and show the number of email opens and click-throughs.			Basic email notifications.	Basic email notifications plus analytics.	Basic email notifications plus analytics.	Basic email notifications plus analytics.
Comprehensive keyword and competitor analysis.	X	X	Basic Monthly	Basic Monthly	Intermediate Weekly	Advanced Weekly
Search and analyze queries and keywords to provide competitive analysis.			Up to 2 keyword searches.	Up to 3 keyword searches.	Up to 4 keyword searches.	Up to 5+ keyword searches with social media monitoring tools.
Organic search/strategic SEO improvement efforts.	X	X	Basic	Basic	Intermediate	Advanced
Optimize areas in need of improvement regarding profile information and link infrastructure. Look for content titles, descriptions, and tags in need of streamlining. Find related topics to enhance search results and traffic.			Optimize areas in need of improvement regarding profile information and link directions.	Optimize areas in need of improvement regarding profile information and link directions.	+Look for content titles, descriptions, and tags in need of streamlining.	+Find related topics to embed links for directing search results and traffic.
Custom content strategy.**	X	X	X	✓	✓	✓
Create a language protocol for sharing related content to the target audience. Formulate a release schedule for content population ensuring highest possible impressions.						
Securities and administration manual.**	X	X	X	✓	✓	✓
Streamline all access logins in one easy to access and interpret web platform user manual.						
Digital recon and intel.	X	X	X	1 monthly report.	2 monthly reports.	Client discretion.
Research and curate relevant specific topics, events, or entities related to company initiatives.				Search keywords on search engines and social sites.	Search keywords on search engines and social sites.	+Social media monitoring tools.
Secure direct communication tools.**	X	X	X	✓	✓	✓
Secure and prepare communication tools like skype, IM, and google voice, chat, call forwarding.						
Introductory communications - direct messaging.	X	X	X	X	✓	✓
Research key influencers in CRM database. Find related interests and personalize their experience by sparking one-on-one discussion.					Up to 10 CRM database members.	10+ CRM database members.
Follow-up communications with contacts.	X	X	X	X	✓	✓
Continue building relationships through one-on-one discussions. Focus on connecting key influencers of CRM database with similar events and topics.					Up to 10 CRM database members.	10+ CRM database members.