Metro Marketing is pleased to submit the following proposal outlining our plan to increase search engine rankings, website traffic and ultimately sales of Accessory Geeks.

BACKGROUND AND PURPOSES

Accessory Geeks is a mobile device accessory retailer that has an online presence and no brick and mortar stores. In addition to the regular website it has a mobile website. As such, online marketing is essential to its future growth. Accessory Geeks from here on out will be referred to as The Geeks.

As the website states, The Geeks have over 20,000 products ranging from cell phone chargers to iPad2 accessories. Their goal, besides selling product is to:

- provide the latest news, updates and extensive knowledge that their customers need and can rely on
- make life a little more simple and enjoyable by allowing their customers to fully experience their media

Metro Marketing is expert at online marketing with years of experience. We will optimize search results and create a sense of community which will make The Geeks a top ranking website.

This proposal is the culmination of five months of research. Effort was focused on Accessory Geeks’ search engine results and web marketing efforts including social media. We also examined six competitors of Accessory Geeks (See Appendix C). Included is research done on competitors’ social media campaigns (See Appendix D).

We have identified a number of areas that need attention. For example, there were mistakes in The Geeks’ Meta data that then showed up in Google search results. In general product pages did not show up on page one of search. In addition, other periphery pages were not optimized for search results. What follows is a breakdown of our research of Accessory Geeks’ Meta data, social media and search engine results.
RESEARCH

Search Engine Optimization (SEO) for the Home page is optimized. Searches using the company name, “Accessory Geeks” returned the home page as number one. Searches using the top keywords provided by Google AdWords for cell phone accessories returned the company’s home page on the first page of Google’s search results. (For Google Analytics see Appendix B Google Tools)

Our concern is for other pages like the individual product pages, the coupon page and the like. An initial search online for the Black Otterbox, an iPhone case, found Accessory Geeks on page five (See Appendix A). That product page has now moved to page 11 on Google search. This product may be obsolete but one competitor, New Egg, is still on page one of the Google search for this product. Accessory Geeks Meta data for this product had misspellings that showed up on Google search. Misspelling the word “phone” helped drive down the search results for this product. Metro Marketing plans to scour Meta data for this kind of error.

ACTION PLAN

Our focus will be a two part plan. We will focus on Search Engine Optimization (SEO) and Social Media. Both of these efforts will drive traffic to the site. This will inevitably drive up sales.

Search Engine Optimization Plan:

Our SEO plan has several parts. We will:

1. Scour Meta data for mistakes
2. Make minor changes to the web site to increase the number of keywords contained therein
3. Link building
   a. from websites in the same industry
   b. from high authority websites with a good PR
   c. from websites that are not linking to any link farms
   d. that are not paid for

Social Media Action Plan:

General Campaign Notes:

- YouTube and Tumblr will be the starting spot for much of our content, but all of our social networks will be connected. A video posted on YouTube will be shared on both Facebook and Tumblr. Original blog content on Tumblr will be shared on Facebook and posted in the information section of related YouTube videos. Contests on Facebook will be promoted with a YouTube video and with blog posts on Tumblr.
- Tumblr and Facebook will both link to outside information sources such as press releases from companies that create the devices that we sell accessories for, or general tech news. There will always be the opportunity to create new content on all three social networking platforms that relates back to the content from outside sources.
- The purpose of all posts is to link the customer back to Accessory Geeks, and the social networking team will keep that in mind as content is created and shared.
- Indirectly boost SEO and website traffic and sales
Twitter Campaign:

Goal:
Tweets that link back to YouTube are probably the most useful. They provide people with product reviews, and in turn their search engine rank stands to rise.

Getting started:
Go through the “following” list and drop some of the people that you’re following for no apparent reason.

Schedule of Activities:
1.) Create more of a persona or personas that are doing the tweeting.
2.) No overt advertising message, just a simple link to the YouTube site where the potential customer can read the review of the phone or accessory.
3.) Develop a plan with the sales department that allows for special discounts and sales for Twitter followers.
4.) Place a live Twitter feed on the home page
5.) Cross-post from Twitter onto Facebook. This will increase exposure to the Twitter feed.

Facebook Campaign:

Goals:
Increased Face Book activity to increase awareness and followers and to establish Accessory Geeks as experts and thought leaders.

Getting Started:
Set up is minimal since Accessory Geeks already has a Fan Page. Increasing followers will happen organically as we increase and diversify the Facebook activity.

Schedule of Activities:
1.) Monitoring will occur twice per day. Every morning and after lunch a human will read through fan postings. Responses will be posted and customer service will take place.
2.) Every day we will either link to YouTube, Tumblr or some other pertinent content.
3.) Once per week run an event, i.e. asking fans to post on their own wall.
4.) Once per quarter hold a sweepstake,
http://www.wildfireapp.com/ is the leading Facebook app for sweepstakes
YouTube Campaign:

Goals:
The goal is to increase subscribers and views of videos uploaded to the Accessory Geeks’ YouTube site.

Getting Started:
Accessory Geeks already has a YouTube account started.
http://www.youtube.com/user/TheGeeksHere

Schedule of Activities:
1.) Once per week a YouTube video reviewing or promoting a product will be posted to the account and links will be provided for the Facebook and Tumblr account.
2.) Twice per day (morning and evening) a human will check the videos and respond to comments if necessary.
3.) Once per month a person will document how many subscribers and views the videos have to keep track.
4.) Once per day a person will log onto the Youtube account to make sure the coupon codes provided are still active

Tumblr Campaign:

Goals:
Using Tumblr will create a spot where people can follow all of the social networking activity of Accessory Geeks (Twitter, Facebook, and YouTube). In addition, articles relevant to the products that Accessory Geeks sells will be reposted to the Accessory Geeks Tumblr account, and original blog posts will be written. The ultimate goal is to be the place where connected people go for information about mobile products and mobile accessories.

Getting Started:
We will need to create a Tumblr account, find a suitable theme for our Tumblr page, and use company identity images to personalize our page. Once the Tumblr page is set up and some posts have been made or reposted, we will need to create a permanent link to the Tumblr page from our home page. Immediately following the launch of the Tumblr page, a JPG file will be created announcing the launch and added to the slide show that appears on the website home page. The image should include two links: one link directly to the Tumblr page (most of the image), and another significantly link to “more information” to direct customers to a page where they can read more about Tumblr and how we will be using our Tumblr page.

Schedule of Activities:
1.) Create original blog content
2.) Share all company YouTube posts to the Tumblr account, including additional content when necessary to augment information in YouTube video
3.) Search for blogs about products we sell and products related to products we sell (such as cell phones to go with our accessories), subscribe to them through an anonymous RSS reader. Only selected posts with relevant information will be shared on the Tumblr page.
4.) Link our original blog content to Facebook and Twitter, and make sure that any information that would be related to YouTube content ends up in the information section of the YouTube videos.
ESTABLISHING A BASELINE

Metro Marketing recommends using Google Analytics to get a baseline of website activity. The service is free. The only requirement is attaching a piece of HTML code into the webpage. It can then be used throughout this campaign to track changes in user activity. It is recommended that whatever tracking program is chosen remains in place throughout the campaign.

MEASUREMENT

We expect to see numbers of fans and followers increase across all of our social networking platforms. In addition we will be tracking Google Analytics for click-thru and conversions including subscribing to the newsletter, downloading white pages. We will require access to Accessory Geeks sales figures to track increased sales.

PAYMENT SCHEDULE

The upfront payment of 50% of set-up fees is due immediately upon contract signing. Set-up will be completed in 12 weeks 25% will be due halfway through set-up and the final 25% will be due upon completion of set-up. Monthly charges become due with set-up completion, are paid in advance and due by the 5th of each month thereafter. Late charges accrue at a rate of 3% of monthly fee per day.

Please note: these may be changed and/or additions based on needs during the course of the project.

Fees are subject to change annually, effective January 1 of each year; based upon 30-day notice.

These fees do not include any additional funds to run contests.
APPROVAL

(Check all that apply)

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By signing you agree to the terms of this contract. In addition you agree to non-binding arbitration.

Prepared By ________________________________

This document requires the following approvals

Approved By ________________________________

VP Marketing

_________________________________________

VP Online Resources

Approval Date

_________________________________________

We look forward to working with you!
Appendix A

Search Results

The product searched for was a "black Otterbox iPhone case". Accessory Geeks is on the fifth page of the Google search results and number 42 on the list. While Accessory Geeks is in direct competition with big box retailers and their respective websites, such as Kmart, Overstock.com and Amazon.com, we consider stores with the same limited range of goods and smaller size to be the competitors we intend to focus on. We narrowed it down to five based on first that they be an e-commerce site. In addition, one that sold cell phone accessories. These two things seemed to define a specific market segment. What follows are the Google search results in order, with Links. Competitors have a red asterisk. (Alternating Colors represent different pages)

1. iPhone 4 Defender Series Case
   a. Link
2. iPhone 3G / 3GS Defender Series Case – OtterBox
   a. Link
3. We’ve Got Technology Covered OtterBox.com
   a. Link
4. iPhone 3G / 3GS Commuter TL Series Case OtterBox.com
   a. Link
5. iPhone 4 Defender Series Case
   a. Link
6. Amazon.com: OtterBox Defender Case for iPhone 3G, 3G S (Black ..
   a. Link
7. OtterBox Defender Case for iPhone 3G/3GS - Black (1942-20) :
   Target
   a. Link
8. Black Otterbox iPhone 4 Defender Case | Overstock.com
   a. Link
9. Otterbox Apple iphone 4 Defender Case ( Black ) at ..
   a. Link
10. Otterbox White/Black Defender Case - iPhone - iPhone 3G & 3GS ..
    a. Link
11. Walmart.com: Otterbox iPhone 3G/3GS Defender Series Case, Black ..
    a. Link
12. * Otterbox OTTRAPL4I4XXX iPhone 4 Commuter Series Case - Black at .. *
    a. Link
13. a OtterBox - Defender Case for Apple* iPhone* 3G - Black - 60-
    2197-05-BB
    a. Link
14. OtterBox Defender Case for iPhone 3G & 3GS (Black/Yellow) :
    iPhone ..
    a. Link
15. * OTTERBOX OTTRAPL2I4X38 iphone 4G Case (Red/Black) (APL2-
    I4XXX-38 ...*
    a. Link
16. Reviews for OtterBox Case for iPhone Defender Series Black/Yellow ..
    a. Link
17. iPhone™ 3G & 3GS Defender Case (Black/Yellow)- Otterbox-
    Computers ... 
    a. Link
18. new-otterbox-defender-case-for-iphone-4-4g-black,HTC EVO 4G Barely ...
    a. Link
19. otterbox defender for sale
    a. Link
20. Newegg.com - Otter Box Defender Case Black for iPhone 3G (1942-20.5) 
    a. Link
21. onSale | Otterbox Defender Series Hybrid Case for iPhone 4 - Black ..
    a. Link
22. OtterBox Defender Series Case - Black For Apple, iPhone 4 - Fommy.com
    a. Link
23. * OtterBox Defender Case for Apple iPhone 3G / 3GS (Black/Yellow)*
    a. Link
24. OtterBox Impact For Apple iPhone 3G, Black
    a. Link
25. OtterBox iPhone 4 Defender interactive Case - Black and White
    a. Link
26. OtterBox Defender Cell Phone Case - Apple iPhone 3G and 3GS/Black ..
    a. Link
27. iPhone 3G / 3GS Defender Series Case – OtterBox
    a. Link
28. CopsPlus.com: OtterBox iPhone 4 Commuter Series Case - Black
    a. Link
29. Otterbox Defender Case for iPhone 4 (Black) | BeachCamera.com
    a. Link
30. Cell Phone Cases, Smartphone Cases, Cell Phone Covers, Smartphone ...
    a. Link
31. OtterBox Apple iPhone 4 Impact Series Case - Black Original
    (OEM ...
    a. Link
32. Otter Box Defender Series Phone Case, iPhone, 3G/3G S, Black, 1 ..
    a. Link
33. OtterBox Defender Series Apple iPhone 4G Blue/Black ::
    Cellphone ...
    a. Link
34. Buy OtterBox Iphone 4 Commuter Case, Black Apl4-I4XXX-20-C4O ..
    a. Link
35. OtterBox Impact Series Black Case for Apple iPhone 4 $4.99 Free ..
    a. Link
36. * Otterbox iPhone 3G Defender Case - Pink & Black - Cell Phone .. *
    a. Link
37. OtterBox Case for iphone Defender Series Black/Yellow. 1940-05 ..
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38. Overstock Auctions Red Black OtterBox Defender style case Iphone ..

Page 7 of 16
a. Link
39. TUAW review and giveaway: OtterBox Defender case for iPhone 4

a. Link
40. OtterBox Defender Case for iPhone 4, Black - iPhone 4 Protector Cases

a. Link
41. *Otterbox Apple iPhone 3G / 3GS Defender Case - Black / Pink

... *

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42. Shop OEM Otterbox Defender Apple iPhone 4 Case, APL2-i4XXX-20DF ... 

a. Link
### Google Analytics Keywords

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Appendix C

Competitors

1. **Wireless Emporium** - is fast approaching their 10 year anniversary. Started with a kiosk at the Main Place Mall in Santa Ana, CA, they have grown to be a leader with thousands of products. Popular brands include Motorola, Apple, BlackBerry, LG, Samsung, and many more. Wireless Emporium is the one-stop shop for cell phone covers, cases, replacement batteries, chargers, and Bluetooth headsets. Along with the best brand name cell phone accessories, Wireless Emporium provides in-depth customer service to shed light on any inquiries. They offer a 100% satisfaction guarantee and free shipping on all our items.

2. **Tech Bargains** - is a site that offers coupons to anything relating to technology and has good deals on a variety of electronics ranging from Laptops to Gaming to Cell Phones.

3. **Fommy** - is strictly for Cell phone accessories. They have cell phone accessories for Blackberry, iPhone, and a wide array of Android devices for low prices.

4. **Solid Signal** - is an Inc. 500 company, specializing in distributing the latest in high-tech equipment and product research to professional media installers and the tech-savvy consumer. Jerry Chapman founded Solid Signal in 2002. They are advocates for the tech-savvy, do-it-yourself consumer who wants to obtain the latest technology and information on elite audio and video supplies quickly and easily.

5. **Tiger Direct** - was established to serve the needs of computer users. One of the industry's top computer and computer-product retailers, ranked among the New York Times' "Top 25 Online Retailers". A subsidiary of Systemax Inc. a $3 billion public corporation listed on the New York Stock Exchange.

6. **SF Planet** - is a leading e-commerce company with more than 2 million customers, focused on providing wide ranges of accessories selection for wireless, cell phone, camera, GPS, PDA, MP3 players and more. SF Planet offers a wide range of cases, chargers, adapters covers, carrying solutions, protective film covers, screen protectors, cables, USB connectivity, cellular products, batteries, corded headsets, wireless headsets, Bluetooth headsets, speakers, stylus, charms, straps, memory cards, parts and more for cell phone, mobile phone, iPhone, iPod, iPad, Kindle, PDA, camera, GPS, Macbook, Laptop, Notebook, Playstation, Xbox, Nintendo Wii, and Nintendo DS.
Appendix D

Competitors’ Social Media Campaigns

**SF Planet** uses Facebook as a means of Social Networking


**Campaign Summary:**

SF Planet uses Facebook to post statuses about their “Daily Deals” that they run. They currently have a total of 99 people who like the page and will be able to have access to these “Daily Deals.” On the Facebook page they have different links to, Hot Items, Daily Deal, Online Store, and Photos.

The Hot Items page provides you with items that are popular in sales with links to the product. Currently right now they are advertising the iSlide for the iTouch as well as Galaxy Tab accessories.

The DailyDeal is a page that only people on their email list and Facebook page know about. Currently they have a DailyDeal of a portable foldable roll-up USB keyboard. It’s a great incentive to be a fan of their Facebook page.

Their wall includes posts to links of the DailyDeal or just products that are sale currently on the website.
Tiger Direct uses two social networking sites, Twitter and Facebook.

http://twitter.com/#!/tigerdirect

Twitter Campaign Summary:
The Tiger Direct Twitter account lists a number of activities in its introduction. “This is Matt at Tiger Direct, tweeting from our HQ in Miami. Let me help or feel free to ask any questions. Plus, follow us for great deals on PCs & Electronics!” It seems scattered.

Their tweets reflect this haphazard nature. Most of the tweets are responding to customer complaints. This doesn’t look good. They could be reworded to obscure the fact that they are responses to complaints, or maybe responded to in a different way like e-mail or a call from the company, not so publicly on their tweet list. They tweet about sweepstakes. They just concluded one and started another. This does seem to be creating interest. That is, they seem to be drawing interest by the number of tweets they send in response to questions about the sweepstakes. They tweet a lot of sales, several a week.

Tiger Direct tweets Monday through Friday, several times a day. It appears from the number of followers that they are growing their Twitter presence. They could be better served to respond to complaints in a different fashion, something more positive. And they might limit their offerings to a shorter timeframe and a deeper discount. But the sweepstakes seem to be driving interest. Maybe Tiger Direct would be better served to limit their tweets to the sweepstakes. It just seems jumbled. Perhaps they might think about tweeting in a more global sense with advice about products generally. Instead they get deep in the weeds about individual complaints making that seem like a large part of their company. In fact they want to appear like knowledge leaders as described in the company description. It appears that there’s a type of disconnect between their Twitter campaign and their company description. Its’ account has gotten rather colloquial instead of appearing as high brow as their company description, “New York Times’ ‘Top 25 Online Retailers’ and our catalog has become a textbook for computer users.”
Facebook campaign:

Campaign Summary:

This is a serious and dedicated campaign unlike their Twitter campaign. There are far less complaining posts. But this may be due to the fact that there are so many other posts. They are active everyday. They respond to posts and deal with customer service issues. But they also run sweepstakes, link to YouTube videos and encourage their fans to modify their own walls.

The site is well developed with many pages and links. Many pages have the link to the website as do many posts. All sales posts link to the website as well. The increase in SEO has to be visible and measurable.

They have a page dedicated to sweepstakes and one to reviews. There’s a welcome page and one dedicated to a product line. There’s an online store app and more.

They have only been active for a year and yet they have almost half a million fans. This is a model to mimic. People seem to be having fun here. They don’t hesitate to modify their status to reflect their love of Tiger Direct. Fans post pictures of their selves with their Tiger Direct purchase.
**Tech Bargains** uses Twitter

**Campaign Summary:** Techbargains.com has definitely been using Twitter with over 46k tweets. Each tweet gives you a deal for an item to buy. Here is an example of a tweet, “Nokia N900 Smartphone (Unlocked, Quad-Band GSM) $348.99 Free Shipping at Buy.com: Buy.com Coupons [http://bit.ly/gQllp1](http://bit.ly/gQllp1)” When a user clicks on the link to try and get the great deal it will take them back to the TechBargains.com site where it gives them a link to go to Buy.com. They are using other company’s deals to generate traffic to their site. The Twitter campaign has been very successful for them with over 4,000 followers.

**Fommy.com** uses Twitter

**Campaign Summary:** Fommy.com uses Twitter to also link to other websites they use as advertising. Some of the most popular tweets include links to videos where they are reviewing the products they are selling accessories for. For example, a recent video on Youtube shows Fommy.com comparing the iPhone from AT&T and Verizon, and smartly at the end says be sure to check out the accessories on Fommy.com. Some post on their Twitter campaign include links to coupons such as Free Shipping on a certain day making it a financial incentive to follow them on Twitter. With few financial benefits of following Fommy on Twitter that can explain the low number of followers.

**Solid Signal** uses Twitter [http://twitter.com/#!/TheSolidSignal](http://twitter.com/#!/TheSolidSignal)

**Campaign Summary:**

Solid Signal has an outstanding Twitter account description, “Solid Signal specializes in distributing high-tech, name-brand, digital audio/video equipment to professional media installers and tech-savvy consumers!” Despite that it appears they have not tweeted since last year. At the time they had a campaign to offer free shipping. This is one of the drawbacks of ordering online, one thing these online retailers depend on, shipping costs. Sometimes the shipping costs are prohibitive enough to swallow up any potential savings a consumer might experience at this type of discount/wholesale retailer. So this was a bright tactic.

On the other hand, they appear to have taken an odd tactic. It appears they sent personal tweets saying “Can’t get reception? ...only proven method... “. This advertised one product and was not an efficient use of their account. They don’t need to send individuals tweets to each follower about each sale. Instead, tweet it once on a global scale so that anyone can see it. Solid Signal should resume tweeting. The company’s description touts its outreach to the consumer. It wants to be the place for answers. Twitter is a good way to show that. If they tweet advice and instructions they can position their selves to take advantage of their company mission.

As a want-to-be technology one-stop-shop for the do-it-yourself consumer they should be using Twitter. In the future we may replace this competitor with another.
**Wireless Emporium** uses Twitter, Facebook and MySpace

http://twitter.com/#!/wirelessemp

http://www.facebook.com/WirelessEmporium

http://www.myspace.com/wirelessemporium

**Twitter Campaign Summary:** Wireless Emporium uses Twitter several different ways, but it seems like their most frequently employed tactic is to send people to Digg from Twitter. In addition to creating traffic for their Digg site, this kind of Twitter activity will help improve their search engine rankings. About every 4th or 5th post is a referral to Digg though, and I think that they could probably post it twice a month and it would be sufficient.

Another way that they use Twitter is to send links to news stories that have to do with cell phones and other similar devices. For instance, they have a link on January 20th to a story about a woman who fell into a well while texting. This is an interesting approach to Twitter use, as they stay on topic by sticking with stories that have something to do with the product lines they carry, yet the stories have nothing to do with their business and sometimes might even make people think twice about buying the products. If someone is texting and falls into a well, does that make cell phones and cell accessories more or less desirable?

Like most retail outlets, they also use Twitter to display sales and other promotions.

**Facebook Campaign Summary:** Users are greeted by a 10% coupon incentive when they open the Wireless Emporium Facebook page. To get the coupon, they have to “Like” the company’s Facebook page. Companies can select the page on their Facebook site that a user is first directed to, and this coupon is an excellent way to get a potential customer to “Like” their Facebook page.

Facebook wall content is made up primarily of messages about companies that manufacture the products that are sold at Wireless Emporium. This includes posts about wireless phones, apps, and wireless accessories. Users are allowed to post directly to the wall, which occasionally means that complaints are posted there, but usually just means additional conversation about Wireless Emporium.

Posts seem to be made several times a week, with customer posts being completely sporadic but always replied to by someone at Wireless Emporium. Other than the 10% coupon that greets new visitors to their Facebook page, there do not seem to be any other incentive such as special sales or contests.
**MySpace Campaign:** The link to MySpace from the Wireless Emporium home page goes to a MySpace page that has, like most MySpace pages, been somewhat forgotten. There are no original content posts there, just a stream of links to their Twitter posts. They have no friends, and all of the contents on their page are spam. Their last blog post was from September of 2009.