

This document describes our Standard, Premium and Enhanced services. While all listed services are available, you may not need them all. Based on your subscription rights, our digital support team will provide the necessary services as needed. If you require additional support, our Enhanced service team can assist.

TECHNICAL SETUP & CONFIGURATION

Our digital support team will lay the technical foundation needed to setup and configure your social media campaigns for your selected networks. This starts with collecting all the necessary information needed to optimize your W3 Branded Microsite (hereinafter referred to as the 'website').

This includes:

Premium Services

- **Social Media Agency Rights**
In order for our digital support team to provide you with social media ad scheduling and posting services, you will have to grant your W3 Authorized Agency Partner agency permission rights to your selected social media accounts.

Enhanced Services

- **New Social Media Account Setup**
If you require assistance in setting up and configuring new social media accounts for either your business or sales reps, speak with our digital support team for assistance.

CAMPAIGN SCHEDULING & POSTING SERVICES

Our digital support team will work with you to establish a campaign schedule that meets your objectives using vendor specific ready-to-send ad campaigns.

Premium Services

- **Social Media Campaign Scheduling & Posting**
Based on our premium subscription service, our digital support team will schedule and post up to 20 social media ads per month. You can post everything to one social network or distribute and share them across multiple networks.

Enhanced Services

- **Additional Social Media Ad Campaigns**
If you require additional social media ad postings, you can increase these limits by logging into your account and adding to your service subscription.

CONTENT SYNCHRONIZATION

The most successful websites are the ones that keep visitors coming back due to great content. To accomplish this, we've completed an extensive website build that's updated and maintained regularly to ensure your content efforts are always current and up to date.

Standard Services

- **Branded Content Synchronization**

This includes:

- ✓ Ready to copy and use
 - LinkedIn Ads
 - Facebook Ads
 - Twitter Ads
 - Instagram Ads
 - Pinterest Ads
- ✓ High converting landing pages for all campaigns
- ✓ Branded website resources (when available)
 - Infographics
 - eBooks
 - Presentations
 - Videos
 - White Papers
 - Data Sheets
 - Case Studies
 - Research Reports
 - Solution Guides and more (html, pdf, ppt, xls, videos and more)
- ✓ Social Media captions
- ✓ Call-to-actions (CTA's)
- ✓ Lead Capture System
- ✓ Images

CUSTOM CONTENT

Our digital support team can create, edit or add custom content as needed. Speak with your representative to learn more.

Enhanced Services

- Social Media Ads
- Resources
- High Converting Landing Pages
- Custom Forms, Special Events and more

SOCIAL MEDIA META TAGS

Our digital support team can apply custom meta tags as required.

Enhanced Services

- Open Graph Meta Tags
 - ✓ Title Tag
 - ✓ Description
 - ✓ URL
 - ✓ Image
- Twitter Meta Tags
 - ✓ Title Tag
 - ✓ Description
 - ✓ URL
 - ✓ Image
 - ✓ Card Specification
- Verification Meta Tags
 - ✓ Facebook
 - ✓ Twitter
 - ✓ Pinterest

SOCIAL MEDIA BUSINESS PAGE DEVELOPMENT

Enhanced Services

Having a professionally optimized social media business presence is a powerful and easy way to improve your reputation and click through rate to drive more website. Speak to our digital support team about optimizing your Social Media business pages.

ONGOING CONSULTATION

Our team of highly trained digital specialists are here to help scale your business quickly, easily and cost effectively. Based on your requirements, our digital support team can custom create a marketing strategy that meets your goals and objectives.

Premium Services

Access to our team of digital specialists include:

- Digital Marketing Strategy
Our digital support team will work with you to create a custom marketing strategy that meets your goals and objectives.
- Campaign audit results
Our digital support team will be available to schedule monthly review calls to optimize your strategy to match your objectives. During this time, we'll review and evaluate your campaign progress and recommend appropriate actions.

Enhanced Services

Our digital support team can custom create a plan that meets all your requirements.

Access to our team of digital specialists include:

- On-call customer service
Our digital support team is available by phone, email, online chat and via our support ticketing system.

SERVICE AND PERFORMANCE REPORTING

Our digital support team will provide you with access to your CMS content via the W3 Back Office Portal.

Standard Services

- Technology dashboard (Login & Password to be provided)
You will receive access to the W3 Back Office Dashboard where you can manage and monitor your CMS content.

TRAINING & SUPPORT

Based on your service subscription, training and support services are provided by your W3 Authorized Agency Partner as follows:

Standard Services

- W3 Back Office Support Ticketing System
Via your W3 Back Office, you'll have access to open, manage and submit support tickets 24/7.

Premium Services

- W3 Authorized Agency Partner
Included with your subscription, your W3 authorized agency partner will provide an adequate level of training and support based on your subscription level.

Enhanced Services

- W3 Authorized Agency Partner
As a fully customizable solution and service partner, your W3 Authorized Agency Partner can provide a suitable training and support package to meet your needs.