



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:



VSN WebVox™ Extends Your Reach*

- **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; third-party commentary sites 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**

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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