



## A Summary of Aleweb's Services and Offerings

Aleweb Social Marketing provides the following services and offerings geared toward helping authors, speakers and businesses get their messages out.

- Wordpress websites:
  - Design and implementation
  - Maintenance
  - Mobile responsive
  - SEO
  - Blogs
  - Media kit
  - Portfolio
  - Custom functions
- Social media profile implementation for:
  - Facebook
  - Twitter
  - LinkedIn
  - YouTube
  - Google+
  - Pinterest
  - ReverbNation
  - And others...
- E-mail newsletter template design and campaign definition
- Auto-responder series implementation
- Copyediting for both print and web
- Graphic design and digital illustration services for:
  - Branding
  - Logos
  - Brochures
  - Business cards
  - One-sheets
  - Websites
  - Social profiles
  - CD inserts and labels
  - DVD covers and labels
  - And more...
- Book-related services, including:
  - Cover design
  - Interior preparation
  - Publishing
  - Author pages
  - Self-publishing support
  - Book launches
  - Book stubs
  - Virtual tours
  - Reviewer campaigns



- Publicity services, including writing and distributing press releases and social media news releases in targeted pitches to the press and media.
- Content strategies for blogging, e-mail campaigns and social media
- Marketing strategies for print and web
- Business coaching to:
  - Bring clarity to messaging, content, campaigns and strategies
  - Increase performance using a variety of productivity tools