
Twitter Campaign for Sales and Marketing

Proposal and Engagement Terms

Prepared for:

Submitted by:

**OnWire, Inc.
Torrance, Ca 90503**

(www.OnWire.com)

2010

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ABOUT ONWIRE INC.

OnWire Inc. is a technology company focused on innovative solutions for sales and marketing. To learn more about us, please visit our website at www.OnWire.com.

It is our pleasure to present this proposal for your consideration.

STATEMENT OF WORK

"Twitter Campaign" for sales and marketing is to define, design and schedule postings of informative phrases (Tweets) about client business on their Twitter account with link-backs to Client website. Therefore an informative website is a critical component for this campaign. Tweets are also tagged for discussion groups within Twitter.com. Campaign highlights include:

- Create a Twitter Account for Client with their cooperation and approval.
- Study & Extract up to 100 Critical Business Phrases from client Web Site
- Construct Messages (Tweets) with Link-Backs.
- Create Posting Schedule including Single or Recurring Tweets
- Assign Discussion Groups.
- Present to Client a 30 Days Campaign and have it Signed-off.
- Generate Tiny URLs from identified Link Backs.
- Upload Campaign to OnWire server database
- Kickoff Posting Engine to post Tweets to Client Twitter account.

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“Twitter Campaign” for Sales and Marketing

As part of our “Twitter Campaign” for sales and marketing we define, design and schedule postings of informative phrases (Tweets) about client business on their Twitter account with optional link-backs to Client website. Therefore an informative website is a critical component for a successful campaign. Tweets are also tagged for discussion groups within Twitter.com. Campaign highlights include:

- Study & Extract Critical Business Phrases from Client Material.
- Create Client’s Twitter Account
- Construct Tweets with Optional Link Backs (example =>)
- Define Posting Schedule & Discussion Groups Per Tweet
- Present Campaign to Client and Sign-off
- Generate Tiny URLs for Link Backs
- Upload to “OnWire” server database
- Kickoff Posting Engine Scheduler & Post to Twitter
- Monitor and Filter-out followings and followers
- Reporting



Phrase => My Unique Services
Link Back => <http://www.YourSite.com/>

eg: *My #Services at <http://www.YourSite.com/>
Every Monday @ 8:00 AM for Next 30 Days*



<http://tinyurl.com/yfdo67g>



| | | |
|-----------|-----------|--------|
| 16,436 | 1,480,735 | 2,361 |
| following | followers | listed |
| Tweets | | 2,770 |

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TERMS & CONDITIONS

- Client is recommended to have an existing Website.
- Signed-off Campaign is for duration of 30 days.
- All activities will be performed offsite.
- It is not possible to give any guarantee for any specific result on any campaigns, nor can we quantify the level of increased traffic or sales, as a result of this campaign.
- Neither of us will be liable to the other for any consequential, indirect, or special damages, which may arise out of this agreement.
- Fax signatures are adequate for the purposes of this agreement.
- Payment due in full upon before start of each campaign.

| | Term | Cost |
|-------------------------------------|----------------|-----------------|
| Initial "Twitter Campaign" * | 30 Days | \$195.00 |
| Repeat "Twitter Campaign" * | 30 Days | \$99.00 |

* Client accepts all copyright liability for identified tweets. Tweet postings are dependant on Twitter.com and its terms and policies. This proposal is good for 30 days.

ENGAGEMENT APPROVAL

If you have any questions in this matter, please do not hesitate to contact us at Sales@OnWire.com. If terms of this proposal are acceptable, please sign one copy and fax to us, and you will be contacted immediately.

Sincerely,

OnWire, Inc.
 Tel: (310)628-5488
 Fax: (866)559-6640

Accepted and Approved for
 By Authorized Personnel:

Accepted and Approved for OnWire, Inc.
 by Authorized Personnel:

 Name

 Title

 Signature

 Date of Acceptance

 Name

 Title

 Signature(s)

 Date of Acceptance

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