



ANOTHER
Broken Egg Cafe

2021 LSM MEDIA ORDER FORM

Please select services below and complete any details needed for selected services. Services provided and billed to cafe by Galiant Solutions, Inc. Send completed form to anotherbrokenegg@galiantolutions.com, they will coordinate setting up your selected services and billing.

Name: _____ Email: _____

Cafe #: _____ Location Address: _____

Billing Email (if different than above): _____

Point of Contact for Services (if different than above): _____

Social Media Marketing Services

Local Facebook Postings: Additional weekly local-specific posts to Facebook, creative time and management of guest engagement. Great for highlighting local favorites and offerings (on days without national posts scheduled, minimum of one additional post per week). **\$100 per month.**

Facebook & Instagram Advertising: Two 10 day ad flights (boosts, ads or like campaigns) per month and creative time. Target and attract new guests on Facebook and Instagram. **\$100 per month + Approved Total Monthly Ad Budget \$ _____ (required if selecting program)**

Services require a 6 month commitment for discounted pricing provided above, early termination will result in a \$300 cancellation fee. **Initial to Acknowledge _____ (required)**

Search Engine Marketing

Google FAQs & Local Google Search (SEO) Keyword Rankings: Be found in the search engines and rank higher in the search results.

Increase your local search ranking for 10 phrases on Google, Google Local, Google Mobile, Bing and Yahoo. Includes updating Google local listings FAQ section to pre-answer guests' commonly asked questions. Includes monthly rank check and maintenance to maintain or improve rankings. **\$860 one time set up fee and \$86 per month.**

It will take 6-8 weeks to see results from initial setup and requires one year commitment. **Initial to Acknowledge _____ (required)**

Directory Listing and Link Building

Online Directory Listings, and Link Building: Increase online visibility by driving traffic from local highly trafficked websites. Complete a full audit of existing listings, update and optimize those listings. Includes researching and identifying other relevant free sites, directories or listings your business can be added to. **\$768 one time fee.**

Recruitment and Hiring

Recruitment : Your one stop shop to getting open positions posted to Indeed and promoted through Facebook. **Cost/Fee \$135** – This covers time and work for as many positions that you need help with recruitment for in a 30 day period. **Your request automatically approves an additional \$100 advertising budget per position on Indeed.** Galiant will set that budget and only bill you for the amount of budget used or paid to Indeed until you notify that you have filled the position. **Initial to Acknowledge _____ (required)**