

Ujamaa Club Directory Listing: \$90 per year\*

Domain Available to Linked Your Directory Profile

Business Name & Address (including city/zip)

Business Phone, Email, Website

Business Category (select multiple listings)

Designation for Women & Veteran Businesses

Links to Business **Facebook/Twitter/Google+** Account

Two directory profiles (Speak with Account Rep)

Geo-searching (search by keyword/location)

**Business Listing Benefits:**

*Competitively priced (One-of-a-kind Directory)*

*Responsive themes for better smartphone & tablet access*

*Listings that show up are based on visitors city location*

*Solicit customers by offering coupons on social media sites*

*Helps customers, government & corporations quickly find*

*products & services provided by local business vendors.*

*Manage your own profile when you logging in*

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**Special Business Marketing Service:**

Let us create, manage and share an online coupon or classified on Facebook & Twitter

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**Business Video Promotional:**

*(Onsite Video interview to be shared on YouTube, embedded in your business profile, and on social networks such as Facebook, Twitter, Etc..*

**\$499.00** *(includes video shoot & editing)*

**Year-Round Listing Benefits**

We 'Like' your Facebook page & re-share your posts.

We 'Like' Share and Re-Tweet your YouTube videos.

We check-in quarterly for updated photos/video.

We refer inquiries to businesses in our directory.

**Ujamaa Club Business Directory**

629 SE Quincy, Suite 101

Topeka, Kansas 66603

[admin@ibsa-inc.org](mailto:admin@ibsa-inc.org)



*A Small business marketing & promotion service promoted by IBSA, Inc.*



**Supporting Cooperative Economics**



**Online Business Networks**

[www.ujamaaclub.org](http://www.ujamaaclub.org)

[www.us-smallbizdirectory.org](http://www.us-smallbizdirectory.org)

Advertising is an allowable tax-deductible business related expense. Consult with your tax preparer for advice on standard business deductions.

# Ujamaa Club Black Business Marketing & Promotion

## Website

- Include web-hosting & domain registration\*
- Complete WordPress theme installation
- Adding navigation, menus, sidebar, logo ^
- Formatting of 5 content pages (5 images/page)
- (additional billed at \$35 per page)
- Configure Facebook, Twitter, Linked, Google+ share/tweet buttons
- Add 'contact page' with compliant WP plugin
- Integrate Google+ button on pages & posts
- Install and configure SEO plugin
- 1st Year Directory Listing is Free

\*Owner must pay annual web-host & domain cost

^Logo design not included - We can also create a Mobile Sites for your business!

## Business Video Promotional

Video is now #1 when it comes to educating prospective buyers on your business and your brand. It has one of the highest conversion rates for purchases and having a video on your website and your business profile in our directory greatly increases your chances of coming up in the Top-20 of a search on Google.

## Midwest Barter Exchange

When you join **Midwest Barter Exchange** through IBSA and its family of Small Business Directory's, you will receive the same listing benefits & features.



The **Ujamaa Club Business Network Directory** is a service provided by **IBSA, Inc.**, a tax-exempt nonprofit organization. Proceeds from listings are used to fund activities that support startups & Streets University, our youth enterprise program. One price will get your business listed in other directory's depending on your city. Thanks in advance for your support!!

## Social Media Fanpage Setup

### Facebook:

- Consult in creating 'Business Page' under your personal account.
- Work as temporary 'Page Admin' to choose category, add profile and banner picture, and descriptive and keyword-rich information on the 'About' page,
- Add appropriate sections *i.e. YouTube*,
- Integration of a WordPress Blog to your Facebook page\*

(allows you to post content to Facebook via email)

### Twitter Setup:

- Add your business logo, photo
- Link Twitter feeds to your business Facebook site
- Add color scheme or background to Twitter profile



### Tradebank

When you join **Tradebank** through IBSA and its family of Small Business Directory's, you will receive the same listing benefits & features.



*We Fully Support Barter & Trade*

## Owner Information

Name \_\_\_\_\_

Title \_\_\_\_\_ State \_\_\_\_\_

## Business Information

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Web \_\_\_\_\_

Facebook \_\_\_ YouTube \_\_\_ Twitter \_\_\_

Woman-Owned \_\_\_ Veteran \_\_\_

WordPress Website Setup: \$525.00 (5-page) \_\_\_

(Web-host, Domain & Custom WordPress Theme Extra)

Social Media Fanpage/Video Channel Setup:

Facebook \$75 \_\_\_ YouTube \$55 \_\_\_ Yelp \$45 \_\_\_

Twitter \$40 \_\_\_ LinkedIn \$40 \_\_\_ Other \_\_\_

Midwest Barter Exchange [ ] \$195+ (one-time)

Tradebank [ ] \$495+ (one-time) +monthly fee

+Other minimal administrative charges apply on a monthly basis and/or per transaction

Directory Listing Only [ ] \$90.00 per year

30-60s Video Promotional [ ] \$499 per video

TOTAL COST: \$ \_\_\_\_\_

Sales Rep \_\_\_\_\_

Ongoing assistance is provided on all services to make sure the business owner can properly maintain their website, blog, social media sites, (as-needed)

Complete and mail with payment to:

IBSA, Inc.

629 SE Quincy, Suite 102

Topeka, KS 66603

(913) 735-4272