

Ujamaa Club Directory Listing: \$120 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..*

**\$325.00** *(includes video shoot & editing)*

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

**Call for more info: (913) 735-4272**

*Kansas Small Business Directory*

**Year-Round Listing Benefits**

1. We 'Like' your Facebook page & re-share your posts.
2. We 'Like' Share and Re-Tweet your YouTube videos.
3. We check-in quarterly for updated photos/video.
4. We refer to customers to businesses in our directory.



IBSA, Inc. makes no representations or warranties about listed businesses and is not responsible for policies and practices of sites that are linked to our online directory or its users. We encourage you to consult the policies available on those sites to further understand their offers, products, services or practices.

IBSA is an equal opportunity employer and does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, political affiliation or belief.



***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

## 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 propensity to come up on the 1st page 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

### YouTube Setup:

- Complete profile information, add banner photo

### Other Social Media Sites:

- LinkedIn, Yelp, Foursquare,

## Tradebank

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



*At IBSA, 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) \_\_\_

(minus web-host & custom WordPress theme fees)

**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 [ ] \$120.00 per year

1-2m Video Promotional [ ] \$325 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