

RSS FEED MARKETING PROGRAM

EXECUTIVE SUMMARY

Selecting a provider to develop an RSS Feeds Program that achieves results is an important decision with significant implications. You want to know your RSS Feeds will provide the linking popularity you expect

RSS feeds and Atom feeds are web feeds used to provide latest information to the right audience or syndicate content on the web. Web feeds give exposure to your website through content aggregation and syndication.

Web feeds allows web users to select the content they want to view. A web user can use feed readers to access information on the web they like and get latest updates delivered to them. With RSS Feeds, you can syndicate your website content and announce your website's latest information to your customers before they even visit your website! Advantages of a BizAtomic RSS Feeds Program include:

- Keeping in touch with your customers
- Inclusion of feeds in RSS feed directories to increase exposure
- Increased revisits
- Instant distribution of latest website updates to the target audience
- Increased link popularity
- Improved quality of website traffic

Our Program Specification

The BizAtomic RSS Feeds Marketing program is divided into the following Phases:

- Phase 1 → Initial Analysis & Strategy
- Phase 2 → RSS Implementation
- Phase 3 → RSS Syndication & Submission
- Phase 4 → Monthly RSS Marketing (Optional)

PHASE 1 → Initial Analysis and Strategy: (7 days)

Process	Deliverables	Timelines
Business understanding and objective setting	Report	Day 1
Competitor Analysis: Identify the current RSS activity of the top 10 competitors in the industry.	Excel	Day 3
Analyze and identify all RSS possibilities on the website (newsletter, HR, Updates, Affiliates, articles etc.)	Report	Day 5
Develop a multi Feed strategy: Segregation of possible RSS entities on the site for effective targeting and management.	Report	Day 7
PHASE 1 COST		\$300

PHASE 2 → RSS Implementation (7 days)

Process	Deliverables	Timelines
Creation of RSS feeds (up to 5 feeds with up to 10 items in each feed)	Report	Day 9
Validate the RSS feeds	Report	Day 9
Creation of webpages on the site which guide visitors on how to adopt/use RSS feeds.		Day 14
<ul style="list-style-type: none"> - Add a "relative link" to the code of the home page for enabling auto discovery of your RSS feeds by the browsers. - Add the RSS images to the site. - Implement the "Add to delicious" code - Implement the "Technorati Tags" code 		
PHASE 2 COST		\$895

Additional Feed Creation:

- Per New Feed cost with up to 5 items in it = \$50
- Adding a new Item in the RSS feed = \$10 per item (in batches of 5 items)
- * *The above cost includes validation of the feed as well*

PHASE 3 → RSS Syndication & Submission (3 days)

Process	Deliverables	Timelines
Submission of RSS feeds to different free RSS directories (up to 50 submissions)	Report	Day 16
Test & confirm (7 to 10 days after submission)	Report	
PHASE 3 COST		\$300

PHASE 4 → Ongoing RSS Marketing (monthly) - Optional

Process	Deliverables	Timelines
Draw out steps on how RSS can be maintained on their own	Report	
Monthly assessment	Report	
Creation of up to 2 new feeds with up to 10 items in each feed		
Submission to any new RSS directories	Report	
Update the RSS to the latest version (if required)		
COST		\$250 per month

Additional Costs:

- Per New Feed cost with up to 5 items in it = \$50
- Adding a new Item in the RSS feed = \$10 per item (in batches of 5 items)
- Submission of new feed: \$50 for the submission of a new feed to free feed directories
- Setting up of a Blog as per the design template of the website would cost \$500

Our Costing

Payment plan:

	Event	Payment	Remarks
1.	On Contract	\$1,000	Deposit on order to be received prior to the commencement of the project.
2.	Completion of Phases 1 & 2	\$495	Prior to RSS Syndication and Submission
3.	Monthly RSS Marketing	\$250 per month	To be paid in advance before the monthly management starts.
	Total	\$1,495 + \$250 (monthly)	Monthly program is optional

Non Deliverables

The RSS Feed Marketing program scope does not include the following unless distinctly specified in our proposal:

- Content creation on the website.
- System administration and configuration of clients hosting plan.
- Resolving any problems with your ISP or third parties.
- Inter-vendor communication.

Contact Information

For any questions of clarifications, please feel free to contact us.

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