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Online Brand Promotion by Big Noise Radio



The most important goal for business success is great online brand presence. This includes a quality website with advanced social media integration. The internet is the most powerful venue for brand promotion. Using experience developing the BNR brand, we have established an international team and process to provide branding services. We help you build a brand that ranks on page one for the search terms your audience is using.

No matter how amazing your website, brand or music. The only way to maximize your return on investment, is to engage in strategic promotion. Big Noise Radio has curated a worldwide urban audience since 2006, we have listeners on every corner of the planet. Banner and radio show ads generate fantastic exposure for your business or release. Big Noise Radio uses a combination of radio broadcast, social media platforms and Blog posts to showcase your brand or music. We place your brand and/or music alongside vetted independent brands and artists, optimizing your brands presence and credibility. Contact our team to discuss your goals.

Home Page Banner | 1100 x 220 pixels



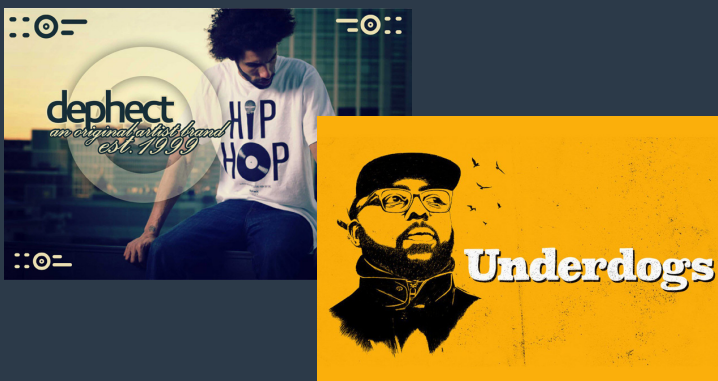
• \$20 Per Month / \$100 Six Months / \$150 Per Year

Sidebar Banner | 350 x 175 pixels



• \$10 Per Month / \$50 Six Months / \$75 Per Year

Blog Page Banner | 720 x 480 pixels



• \$15 Per Month / \$75 Six Months / \$125 Per Year

Radio Show Ad | 30 to 120 seconds



• \$25 Per Month / \$125 Six Months / \$200 Per Year



Big Noise Radio

Online Website Branding and Development

In addition to Banner and Radio Show Ads, we offer custom promotional packages to target the audience and fan base relevant to your brand. BNR belongs to a network of websites, we can distribute your ads across multiple platforms. Blog posts, social media posts and video shorts are all part of our promotional arsenal. Our team is ready to take your business to the next level. Contact us to discuss a custom plan that fits your business and your budget. | +1-510-320-3208

Are you looking for quality website design? We have over 15 years experience working with many service providers. Designing and optimizing Big Noise Radio, we have honed our design services to provide concise execution. We provide a three phase branding strategy that closes all service gaps. Please review each branding phase below. We can deliver complete websites within 30 to 45 business days. Design phase 2 includes advanced Google My Business (GMB) and Facebook page optimization / integration, key to online business success. We can provide all 3 phases, or just individual components of our services, if you already have a website. No job is too small! We're ready to discuss your goals and your vision. Please reach out to our team if you have any questions.

Phase 01 | Website & Brand Development

Our international team designs beautiful enterprise class websites with eCommerce functionality and engaging content, to attract your online audience. We start by helping you select tailored website templates to define the look and function of your website. We mix and match your selections to create your website vision. We build your vision on a robust WordPress undercarriage that supports unbridled web performance. All website designs can include the features below.

- Tailored website template curation and selection. Define website style and function; Homepage, Blog, Online Store, Gallery, Contact, About & other web pages.
- Template integration with a robust WP back-end and CMS. Brand styling using our huge library of beautiful licensed stock images, mixed with your brand images.
- Create and optimize contact forms, email submission forms and website popups. Create back-end repositories to hold your customer / fan base contact info.
- Add a branded WooCommerce online store to sell your products & services. Connect a robust eCommerce checkout system to handle online store purchases.
- Review all work performed, refine and/or resolve outstanding design tasks. Launch your new website for operation on a secure hosting platform of your choice.
- Some of the website brands we've created are: Big Noise Radio LLC, Images of Inclusion, Bonafide Fashions, Green Education Foundation & 3R1 Media.

Phase 02 | SEO & Social Media Integration

One of the best ways to drive targeted traffic to your website is through social media. Not only that, as of 2014 Google added social media content and interaction as the number one metric to determine brand relevance. There are millions of interested potential customers, fans, clients and collaborators waiting to engage with your brand offerings. We brand your social media accounts so they are unmistakable, this helps brand recognition. Regularly posting engaging content using targeted images and keyphrases will eventually generate great results. Our team delivers 9 example posts on all your social media accounts to set the post blueprint.

- Implement advanced keyphrase SEO on all web pages. Onpage SEO (search engine optimization) is the only way to rank in front of your brand competitors.
- Install plugins such as Yoast SEO and Rocket Cache to enhance site performance. Update Alt Image Text metadata in accordance with onpage keyphrases.
- Integrate your brand on all relevant social media platforms. Including Google My Business (GMB) and Facebook page optimization, critical to online success.
- Update the look and style of your social media accounts to represent your brand. Create the blueprint and styling for engaging, branded social media posts.
- Establish your brand on alternate selling channels to generate brand recognition and build your customer base. Employ advanced search engine optimization.

Phase 03 | Online Promotion & Marketing

Once your website and social media infrastructure are complete, online promotion and marketing are the best way to generate website traffic. Big Noise Radio will create custom promotion strategies to market artists, music releases and/or products. We work with you to refine your campaign, make adjustments until your promotional dollars are invested wisely and efficiently. Promotion is the golden ticket to business success. Contact our team now, it's time to realize the dream!

- Create a Facebook business suite for your brand to manage ads and posts. Connect Facebook Pixel code to your website for managing website visitors.
- Define and build promotion campaigns and branding videos. We create a custom 21 week social media strategy spreadsheet for GMB and Facebook posts.
- Design engaging website banners and promotional videos to place on BNR and associated sites. Define ongoing Blog content using relevant keywords.
- Provide ongoing support to help you grow your brand and your audience. Our international team is ready to take your business brand to the next level.