

Specs/Rates

GEN Social Media Marketing Program:

- Your posts and tweets distributed through our social network
- Consultation with GEN editorial team on what's trending, help with topic refinement and best messaging formats
- Promote your products, services and educational content supporting them i.e. webinars, classes, expert opinions, hot technology applications, tools, mobile apps
- Performance Report (Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks)

Social

Develop a series of compelling educational or entertaining messages (not sales pitches) that are posted on the GEN Facebook page or in the GEN Twitter stream.

Base price (Per post/tweet)	\$750
Ten-pack package (60-days)	\$5,000

Rates are net

Examples of GEN social content

Product Promotion

Product promotion with a compelling image and external link to drive targeted traffic to the product news page



Views **7,312**
 Likes **155**
 Comments **2**
 Shares **55**
 Clicks **124**

Tips/Application Notes

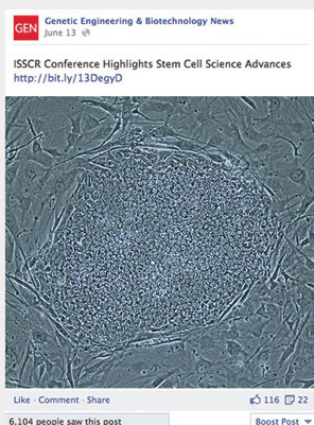
A post promoting vendor selected tips/app note content and directing traffic to the product news page



Views **19,192**
 Likes **321**
 Comments **15**
 Shares **195**
 Clicks **359**

Events Promotion

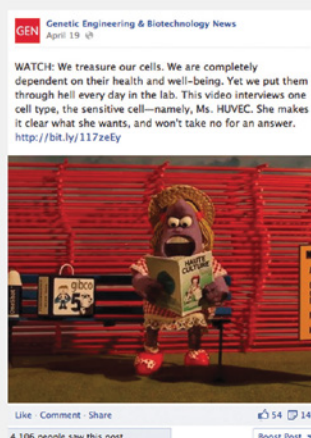
Promote event highlights with image and external link to drive targeted traffic to a larger "stem cell advances" article



Views **6,104**
 Likes **116**
 Comments **0**
 Shares **22**
 Clicks **117**

Video Promotion

A promotion of a vendor video which directed traffic to the video inside the GEN Video Library



Views **4,106**
 Likes **54**
 Comments **0**
 Shares **14**
 Clicks **388**