



**WWW.TESOLacademic.org**

Promoting free at source research

Leading in social media for education

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## **Services: What you get, how it works and what it costs**

### **What you get with our campaign**

In short, we promote your product and/or service on the homepage of our website and through our massive social media outreach, as follows.

Website entry: Getting onto our homepage gets you noticed. You will be mentioned at an appropriate place, typically in the first or second paragraph. We will choose appropriate wording such as *our current clients include: ABC, DEF and GHI* (indicative). Your mention will include a link to your product or service. Commissioned banners (if purchased), with text and a link will appear in addition to the above and on all our pages, these are placed as shown on our website.

Facebook: We will post a link to your product or service on our closed Facebook group. You can keep your sponsored posts active, and towards the top of our listings, by adding comments and having conversations with group members (you will need to join our group). Your sponsored post (or posts if you are purchasing Campaign option B,C or D) will remain on our Facebook page indefinitely, unless you ask us to remove it\them. There is no word limit to this entry, but clients are advised to keep posts short and focused. All posts start with the wording *Sponsored post: ...*

Twitter: We will tweet links to your product or service and post to relevant #tags which can be generic to all such as #TESOL, or more specific to your product or service such as #MATESOL, #CELTA, #EFLjobs etcetera. We have worked with conference providers to set up a specific #tag and to promote an event via it. Participants at such events are encouraged to use #tags to share pictures, make comments and ask questions during and immediately after the event itself. This model is becoming increasingly popular at major events, see for example #IATEFL2017 and we are proud to have supported others in such endeavours. Recent examples of our work include #CamTESOL, #IATEFLSlov17 and #ILSB17.

We will also follow you if you have an account and selectively retweet (RT) some of your Tweets. All campaign tweets begin with the wording *Sponsored*, but this does not apply to any of our RTs.

LinkedIn: We will post a link to your product or service on our LinkedIn account. Your sponsored post will remain on LinkedIn indefinitely, unless you ask us to remove it. There is no word limit to this entry but clients are advised

to keep posts short and focused. All posts start with the wording *Sponsored post*: ...

YouTube: The paid service to get onto our channel with a talk is only available to authors (usually with publisher backing) - purchase our *Featured publication* option for this, see table below. For submission guidelines [CLICK HERE](#).

Note: TESOLacademic.org does not sign up to Facebook, Twitter or YouTube Ads. Our Services are dedicated to supporting and promoting you in more focused ways. This means that our website and social media channels are free from unsolicited ads and pop ups.

### **How our campaigns work**

Refer to *Choosing a campaign to meet your needs* and select a *Campaign option* from table below. You decide on how much involvement you want in the delivery of the service that you commission. Some clients may want to leave everything to us in terms of content and timing, whilst at the other end of the spectrum some will know exactly what they want putting on the Facebook and LinkedIn posts, together with what tweets they want, when they want them to go out and what #tags they wish to include. In practice most clients usually opt for something between these two possibilities. We are happy to oblige whatever your preference and we will work with you throughout your campaign however long or short it might be.

Tell us what you want and we will invoice you for the service. Once payment has been received we typically create a shared Google document which identifies our client and the level of service commissioned and specifies what actions are taken and when – including: dates and text used in Facebook and LinkedIn posts; your Website entry on our homepage (and banner, if purchased) with expiry date; a running tally of used tweets and the outstanding balance. There is also a space for notes from you and us. Using Google docs allows you to schedule any actions that you would like us to take e.g. a specific tweet on a particular date. We can also share documents with other cloud computing providers such as Dropbox and OneDrive. If you don't want to share documents on cloud computing worry not, we also respond to email requests and we can send a record of activity as an MS Word attachment.

Whatever you decide rest assured that we will keep you informed of all that we do on your behalf.

### **What our campaigns cost**

Terms: non-refundable payment in advance by pound sterling cheque or bank transfer to UK account.

Payment of fees is taken as agreement to the terms outlined in this document.

<i>Campaign options</i>	<i>Duration of TW activity (min/max)</i>	<i>Tweets (TW)</i>	<i>Facebook (FB)</i>	<i>Linked In</i>	<i>Website entry duration on homepage</i>	<i>Fee</i>
A	2 days to 1 month	5	1	1	1 month	£75
B	1 week to 3 months	15	Up to 2	1	3 months	£142.50
C	2 months to 6 months	30	Up to 3	1	6 months	£270
D	4 months to 1 year	60	Up to 5	1	1 year	£510

Select a campaign option from the above and get more with ...		Add ...
Banner on our website (Standard)	Be more visible by getting your logo and supporting text onto all the pages of our website for the duration period listed in the table. Not available with Campaign option A. Your banner is in addition to our standard homepage mention with a link. Listings are in order of first come first serve – when\if the campaign of a client with the banner above ends, yours moves up.	£142.50 (B) £270 (C) £510 (D)
	Also available as a 'Banner only' option for those who want to be associated with our work and support free at source research. Ideal for those who don't need a campaign, but want to align what they do with what we do. Costs: 3 months £150; 6 months £285; 12 months £540.	
Banner on our website (Premium)	This premium high visibility option allows maximum promotional impact for your product or service. Your banner is in addition to our standard homepage mention with a link. Available on an exclusivity basis i.e. there will never be more than 1 banner at the top of our website. Not available with campaign option A.	£570 (B) £1,080 (C) £2,040 (D)
	Also available as a 'Banner only' option. Ideal for those who don't need a campaign, but want high visibility and alignment of what they do with what we do. Costs: 3 months £600; 6 months £1,140; 12 months £2,160.	
Featured Publications	Publishers and authors promote a specific book with a dedicated YouTube talk, which is hosted on our channel. Includes additional website listing on our Featured publications page with links to the talk and purchase site. Listing on Featured Publications tab is for at least 5 years. Talks remain on our YouTube channel indefinitely. Only available with Campaign options B and C.	£75
Conference talks and/or Social media support and/or Additional possibilities	Sponsor Huw Jarvis to deliver a conference talk (where possible as a Keynote or Plenary): get your twitter conference #tag trending, get your logo on the conference talk slides; get flyers distributed at the event; and more! We can set up and manage a social media presence for you and/or advise you on how to do so. Our record with its massive outreach speaks for itself.  Bespoke services – we can work with you in a variety of ways. Contact us to have a chat.	On request

## **Choosing a campaign to meet your needs**

The guidelines below will help you to think through the options. We are happy to have Skype chat and or email exchanges to advise further.

Campaign option A: An ideal low cost short blast to get your message out there and to start building your online presence with our help. A perfect option for: newly emerging small enterprises; individual bloggers; #chat providers; niche events. Get launched with this option.

Campaign option B: A cost effective and popular choice for small and medium providers of TESOL products and services. Great for targeted campaigns such as finding staff; discounted offers for courses or products; getting people to an event and establishing an online presence during it. When combined with 'Featured Publications' it's ideal for promoting a specific text book or course book. 'Banner on our website' options available.

Campaign option C: For both newly emerging and established providers of TESOL products and services who are looking to raise brand awareness over a period of time. Perfect if you are looking for a good return on a limited marketing budget - this is a highly competitive option when compared to more established mainstream outlets. It allows for publishers, course and product providers, larger conference organisers and education exhibition exhibitors to align their brand to the academic credibility that we bring. For maximum impact clients may wish to also purchase 'Banner on our website'.

Campaign option D: Excellent for established providers who are looking to align their brand to the academic credibility and outreach that our work brings. This option is for medium and larger providers of TESOL products and services who are looking to get more out of their marketing budget than traditional outlets have delivered. This option allows providers to be associated with our work for a year and suits campaigns from established publishers, universities, training and product providers - works best when purchased with 'Banner on our website'.

IMPORTANT NOTE: Once we have stated a campaign our commissioned service is not refundable. In the event that you commission us to recruit for a specific job and you fill your vacancy before the end of the campaign it will not be possible to claim a refund on the balance of tweets or Facebook posts that have not been used. However, we are happy to redirect what remains of your commissioned service towards other areas of your activity such as encouraging students or teachers to take a course with you, and we can change the working of your entry on our website homepage.

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