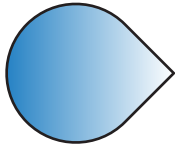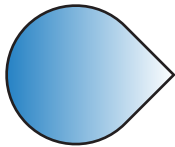# HEALTHY IMAGE FITNESS

Virtual Consultant by Healthy Image Fitness (VC) is a Fitness Center Marketing and Customer Relations Management System (CRM) designed to boost interest and improve communication with membership prospects, and current and former members.

Virtual Consultant is comprised of several Internet based modules and applications (apps) that are packaged in a custom website and Facebook page, or can be installed on your current website and Facebook page. These modules and apps are specifically designed to generate qualified leads, increase brand awareness and keep prospects and members engaged in your business.
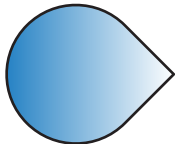
Virtual Consultant Fitness Center Marketing System (CRM):
- ✔ Lead Module: online lead generation through website & Facebook
- ✔ Guest Module: increased return to join membership sales
- ✔ Referral Modules & Apps: increase referrals & guest visits
- ✔ Custom Modules: ideal for marketing to leads generated through registration boxes, fitness expos & corporate promotions.
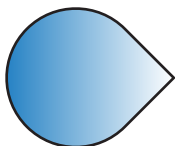- ✔ Member Module: better communication with members

Custom Website & Mobile Website:
- ✔ Ongoing Search Engine Optimization: high rank for relevant local searches
- ✔ Lead Generation: increases qualified membership prospects
- ✔ Content Rich & Informative: members, prospects & search engines
- ✔ Content Updates: all website updates are done for you
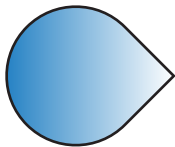- ✔ Indexing & Sitemap: updated on Google, Yahoo, Bing & Others

Social Media Marketing:
- ✔ Facebook: design, develop, publish & update (includes daily posts)
- ✔ Twitter: design, develop, publish & update (includes daily tweets)
- ✔ Google+: design, develop, publish & update (includes daily posts)
- ✔ Pinterets: design, develop, publish & update (includes regular pinning)
- ✔ Instagram: design, develop, publish & update (includes regular posts)
- ✔ YouTube: design, develop, publish & update (includes video content)

Internet Profiles:
- ✔ Google Places: design, develop, claim & revisions (merged with Google +)
- ✔ Yahoo Locals: design, develop, claim & revisions
- ✔ Bing Locals: design, develop, claim & revisions
- ✔ Yelp: design, develop, claim & revisions
- ✔ City Grid (Search): design, develop, claim & revisions
- ✔ YP: design, develop, claim & revisions

Other Services:
- ✔ Google Adwords, Yahoo & Bing PPC: budget required
- ✔ Facebook PPC & Boosted Posts: budget required