**Social Media Marketing Proposal**

**Prepared For:**

[Client Name]

[Client Company]

**Prepared By:**

[Your Name]

[Agency Name]

1. **Cover Letter**

Dear [Client Name],

I’m thrilled you’re considering [Agency Name] to handle your social media marketing needs.

I’d also like to thank you for connecting with me, helping my team and I gain a better understanding of [Client Company’s] goals and requirements.

Our priority at [Agency Name] is to fuel your business’s growth by developing its online presence in a variety of manners. These include capturing leads and building stronger relationships with target audiences.

We’ve delivered a range of benefits to companies across different sectors, and we’ll work to provide similar ones to you. For example, [Example]. What’s more, [Example].

Please don’t hesitate to reach out if you have questions. For your reference, my contact information is below.

I look forward to developing our business relationship,

[Signature]

[Your Name]

[Your Email]

[Your Phone]

1. **Executive Summary**

This proposal explores and examines preliminary plans to build [Client Company’s] social media presence on platforms such as [Social Networks] to reach specific business goals.

The goals we’ve set for your company focus on [explain broad focus of the goals, such as increasing website traffic or building stronger relationships with audience members].

To reach said goals, our tactics will focus on:

* [Broad Tactic]
* [Broad Tactic]
* [Broad Tactic]

Our analyses – both qualitative and quantitative – have indicated that these approaches should yield similar benefits to those of competitors such as [Competitor Names]. For example, [explain how a specific competitor has seen success].

We will work to create similar success stories by working with [Client Company].

**However, as this is a proposal,** **we will regularly refine our approaches and strategies to achieve – and potentially surpass – the desired results.**

1. **Goals**

The overall goals of this proposal’s social media marketing strategy, in relation to business growth and performance, are:

1.

2.

3.

We will work to achieve these goals through the activities in the following section.

1. **Activities**

To reach [goal 1], we’ll perform the activities described below [for/during] [number/duration/time period]:

1.

2.

3.

To reach [goal 2], we’ll perform the activities described below [for/during] [number/duration/time period]:

1.

2.

3.

To reach [goal 3], we’ll perform the activities described below [for/during] [number/duration/time period]:

1.

2.

3.

1. **Competitor Analysis**

[Competitor 1]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Social Site** | **URL** | **Follower Count** | **Top Post** | **Eng. Rate** | **Posting Frequency** | **Other Metrics** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Other Important Metrics and Statistics:

Notes:

1. **Reporting Schedule**

Reporting social media metrics, trends and tactics will allow [Client Company] to (a) stay privy to the growth of its social presence and (b) keep up-to-date with the actions and strategies of the [Agency Name] team.

A standard reporting meeting involves reviewing:

* Results
* Progression toward goals
* New tactics
* Proposed alterations to existing strategies

[Agency Name] typically runs reporting meetings on the first [Weekday] of each month, but we will work with [Client Company] to determine a suitable schedule.

1. **Roles and Workflow**

|  |  |  |  |
| --- | --- | --- | --- |
| **Role** | **Name** | **Duties** | **Reports To** |
| Account Manager |  | Backed by X years of experience and a [Award/Degree], [Name] handles: |  |
| Community Manager |  |  |  |
| Copywriter |  |  |  |
| Graphic Designer |  |  |  |

1. **Billing**

|  |  |
| --- | --- |
| **Service** | **Cost per Month** |
| Community Management | $X,XXX |
| Content Writing | $X,XXX |
| Advertisements | $XXX |

**Total per Month:**

**$X,XXX**

1. **Terms and Agreement**

[Agency Name] and its employees are happy to deliver this proposal and hope to begin working with you shortly as per the details of said proposal.

Upon signing this document, [Client Company] confirms it is aware that [Agency Name] may suspend any and all social media activity due to any of the following conditions:

* [Condition]
* [Condition]
* [Condition]

[Client Company] also confirms it is aware that [Agency Name] will work to complete the following next steps:

|  |  |  |
| --- | --- | --- |
| **Step** | **[Client Company] Role** | **Target Deadline** |
|  |  |  |
|  |  |  |
|  |  |  |

By signing below, [Client Name] (a) indicates acceptance of this social media marketing proposal and its terms on behalf of [Client Company], and (b) enters into a contractual agreement with [Agency name] beginning on the date of signing:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[Client Name]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[Your Name]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date