

**Social Media Marketing Proposal for:**

*Enter Client Name –and/or- Logo Here*

**YourCompanyName** is pleased to provide **Client Name** with the following social media proposal. The intent of the proposal is to deliver a complete social media and integrated marketing solution designed to improve net revenue results as well as customer loyalty and engagement.

**YourCompanyName** will provide social media consulting and execution services in the following areas:

1. General Analysis and Social Marketing Integration Consulting
2. Social Media Strategy Development and Execution
3. Daily Social Media Management Services

#### General Strategy and Social Marketing Integration Consulting

Proper integration of all aspects of marketing and messaging with clear objectives, target audience and flow are essential for optimal performance and ROI within social media marketing. Currently, few individual components are in place leaving a significant opportunity for unified and consistent messaging, as well as the need for significant upgrades in digital marketing norms, resulting in opportunity to connect and engage customers.

**YourCompanyName** will provide strategy, development, consulting and execution to bring all aspects of social media and traditional marketing efforts into alignment with unified goals and purpose.

#### Social Media Strategy and Execution

The proper and effective use of Social Media is to build community, conversation and relationships with your audience. There are significant opportunities for **Client Name** to achieve gains within this medium. Currently, **Client Name** is missing most social components, thereby forfeiting opportunities to engage clients, prospects and fans. Furthermore, there are significant opportunities to optimize existing marketing and branding efforts to leverage the social components to attract additional prospects, customers and revenue.

Through consulting, strategy and executing in cooperation with **Client Name**, **YourCompanyName** will direct the proper implementation of Social Media channels that will further build the brand, loyal customer base and community. Some of the activities that will be included in the program are:

1. General Social Media Strategy and Social Integrated Marketing consulting.
2. Formal Analysis of current marketing deployment, Social strategy development and integration.
3. Social Media Account creation, management and daily responsibility, including Facebook, Twitter, Linkedin, YouTube.
4. Fanpage custom landing page design and implementation.
5. Twitter page custom background design and implementation.
6. Development and execution of a social content strategy
7. Management of Fanpage posting - We will be posting 1-3 times per day
8. Management of Twitter posting - We will be posting 12-20+ times per day
9. Cross channel flow consulting from all media sites including website, fanpage, twitter, etc.
10. General text, photo, video and other posts to Social Media umbrella sites.
11. General compilation and coordination of client news, events, community involvement postings within Social Media umbrella sites.
12. Social Media cross pollination and marketing integration plan and execution, ensuring all client channels are integrated and draw on one another toward social media.
13. Responding and engaging with fans and followers to build relationships.

**Pricing:**

**Includes:** $0,000 Per Month client initials: \_\_\_\_\_\_

All program items listed within the agreement

**Extras:**

List extra items $ 000 Per Month client initials: \_\_\_\_\_\_

**Total:**

$0,000 Per Month

**Terms:**

This is a 6 month agreement that executes the above outlined consulting and managed service areas. Payments will be made via credit card and billed on a monthly basis, starting on the date of this agreement and continuing every month on the monthly anniversary date.

**Client Involvement:**

**YourCompanyName** cannot be on the clients’ premises daily, or know information that is going on within the company that is new, interesting or relevant to post within the client’s social graph. Therefore the client agrees to:

1. Email **YourCompanyName** with this information as soon as possible.
2. (examples) Email photos of specific client events, etc.
3. (examples) Email videos of specific client events, etc.

The undersigned parties have executed this Agreement thereby making it effective:

|  |  |  |
| --- | --- | --- |
| Your Clients Company Name |  | Your Company Name |
| **Signed:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | **Signed:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Title:** |  | **Title:** |
| **Date:** |  | **Date:** |

**Billing Details:**

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Security Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Card Billing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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