**PREPARED FOR**

**Mark Johnson**Business Development Manager

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City State, Zip Code]  
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**SOCIAL MEDIA MARKETING  
PROPOSAL**

**[COMPANY NAME HERE]**

This social media marketing proposal, designed by [YOUR COMPANY] is created exclusively for use by [CLIENT NAME] of [CLIENT BUSINESS].

1. EXECUTIVE SUMMARY

The following social media marketing proposal was uniquely crafted for [CLIENT BUSINESS]. Our suggested social media strategies and implementation procedures are based on the results of extensive analysis, study of social media trends, and application of specifics unique to [CLIENT BUSINESS]. We believe our proposal provides a complete social media marketing strategy which will culminate in highly successful results for your business.

[YOUR COMPANY] is comprised of an innovative and seasoned group of marketing professionals with extensive experience in the brave new world of social media.

**Tip:** *The executive summary will inform the client of the basic ideas of your social media marketing proposal. You can use this situation to summarise their situation, present some of your basic overall solutions, and introduce the credentials of your company and any individuals who will be working on the account. This section can be as lengthy or brief as you need, but succinct executive summaries are more impacting.*

2. SITUATION ANALYSIS

According to our research, current trends in your industry show [IDENTIFY TRENDS].

We feel these trends are significant in that they demonstrate [IDENTIFY WHAT TRENDS SHOW].

Social media has influenced your industry in the following ways [IDENTIFY HOW SOCIAL MEDIA HAS INFLUENCED CLIENT’S BUSINESS].

**Tip:** *The above are suggested paths of explaining situation analysis to your client. In this section, you will demonstrate your deep knowledge of social media and its potential impact on the client’s business or industry. You can point out the ways in which competitors are doing well. This section is also a place to denote the strengths and weaknesses of your clients current social media accounts, if applicable. You can evaluate their website and help them see the areas in which they need improvement.*

3. TARGET AUDIENCE

**Tip:** *Use this section to discuss the typical demographic or audience your social media plan targets. This will be the result of research, and allows the client to better understand the justification behind the specifics of your social media strategy.*

4. STRATEGY AND TACTICS

**Tip:** *Possibly the most important part of the social media marketing proposal. In this section you will summarise the strategy intended for the client, and then you will go into detail about specific tactics for each social media channel. This section will be lengthy, and should demonstrate a solid strategy and practical, creative tactics.*

[SOCIAL MEDIA PLATFORM]

**Tip:** *Examples of platforms include Facebook, LinkedIn, Twitter, WordPress, Tumblr, Instagram, etc.*

[SOCIAL MEDIA PLATFORM]

**Tip:** *Describe in detail the tactics you will implement with each social media platform. This may include content to be used, approaches to try, discussion of possible contests or promos, use of relevant keywords or hashtags, and much more. For example, if using Twitter, you may discuss content of tweets as well as frequency of posts.*

[SOCIAL MEDIA PLATFORM]

[SOCIAL MEDIA PLATFORM]

[SOCIAL MEDIA PLATFORM]

5. IMPLEMENTATION

**Tip:** *This section details how the proposed solutions will be put into practice. You can describe a specific time frame for the implementation of this plan, including time frames for communication between marketing company and client. It is a good idea to discuss social media maintenance, and detail how these social media tactics will be upheld and continued. This section will be different if the proposal is meant to offers suggestions for the client company to implement the tactics on their own. If your proposal involves social media marketing maintenance run by your company, this is where you can discuss how this will occur. In this section, you can delegate who will be responsible for what practices and when they will take place on a continuing basis.*

6. GOALS AND OUTLOOK

Upon implementation of the above social media marketing strategy, our analysis projects the following outcomes:

**Tip:** *This section highlights the intended results of your social media marketing proposal. This is a discussion of what a strong social media plan will hopefully achieve for your client. You can discuss certain goals the strategy will look to meet, and can include a timeframe for when these goals will be measured to keep track of progress.*

7. PLANS AND FEES

**Tip:** *In this section, your company will introduce its standard fees. You should provide a specific cost breakdown for implementation of the above social media marketing plan. Many social media marketing organisations suggest offering a selection of a few different plans for the client. These plans will reflect different levels of social media maintenance and related time frames. Offering your client extended social media maintenance plans is highly advisable, as many companies prefer to invest money in longer term projects, seeking the best possible results.*

8. PAYMENT AND CONDITIONS

**Tip:** *This section can outline payment structures for the above mentioned plans. Be sure to include the initial fee or payment needed to get the ball rolling.*

Prior to a contractual agreement, proposal may be amended upon collaboration with the client, [CLIENT NAME] of [CLIENT BUSINESS], at the discretion of [YOUR COMPANY].

9. ACCEPTANCE

Your signature below indicates acceptance of this social media marketing proposal. Your initial payment per the terms above will also represent acceptance of this proposal, and entrance into a contractual agreement with [YOUR COMPANY].

[YOUR COMPANY]

Representative: [NAME], [TITLE]

[COMPANY ADDRESS] [COMPANY PHONE]

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[CLIENT COMPANY]

Representative: [NAME], [TITLE]

[CLIENT COMPANY ADDRESS] [CLIENT COMPANY PHONE]

Selected Social Media Plan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_