**[Organization Name]**

***Your Logo here***

[Address]

[Phone]

[Email]

[Website URL]

SOCIAL MEDIA PROPOSAL

[Project Name]

**Summary: Business and marketing goals**

This section is a synopsis of your entire proposal. The summary should not exceed one page.

**The summary should contain the following information:**

* Identify the business goals for the proposed project
* Identify the need for the proposed project in brief
* Explain the estimated results of the proposed project
* Lay out the budget, time, and resources required to complete the proposed project
* Include any additional information you feel is important for maintaining transparency

**Introduction:**

**Use this section to give a brief summary of your organization:**

**Begin with –**

**Company name**

Add a brief introduction of your company here. Describe your organization’s core functionalities and explain the industry you work for.

**Clientele**

Mention the type of clients your agency has worked with in the past. Take account of both big brands and small clients to showcase your efficiency of working with businesses of all sizes.

**Experience**

Display your organization’s total experience in the industry.

**Vision**

If you have a vision statement, include it here to communicate the direction of your organization.

**Vision & Mission statement**

Add your vision and mission statement here to communicate the direction about your organization.

**People in the proposed project**

Include a brief description of all the employees that will be involved in the proposed project. Add in their relevant experience (both at your organization and overall) working.

**Business goals**

Specify the objectives of the project as well as the organization’s overall needs. Make sure your business goals resonate the way the organization has defined what they’re looking for. S.M.A.R.T. Business Goal No. 1

**Social media goals and objectives**

the business goals or objectives that you have identified. Each one should be a [S.M.A.R.T. goal](https://blog.hootsuite.com/smart-social-media-goals/): specific, measurable, attainable, realistic, and timely.

State the social media goals or objectives that will roll up to your business goals or objectives. Review your social media goals thoroughly so these align with the business goals. State approximately three to five S.M.A.R.T social media goals, that are specific, measurable, attainable, realistic, and timely.

Examples:

* S.M.A.R.T. Social Media Goal No. 1 (e.g. increase Twitter followers by 15% by the end of Q3)
* S.M.A.R.T. Social Media Goal No. 2
* S.M.A.R.T. Social Media Goal No. 3

**Scope of work**

List down details about the proposed processes and social media activities that are tied back to your social media goals or objectives.

* Social media activities
* Social media campaigns
* Content creation
* Social media monitoring
* Social media engagement
* Lead generation

**Schedule of events**

Share a comprehensive outline, including the scope of work. Mention specifics and the proposed timeline of the social media activities you have planned for a specific period.

|  |  |  |
| --- | --- | --- |
| Activities | Facebook Campaigns | Deadline |
| **Creative Assets Creation** | Graphic creation to accompany Facebook campaign and copies | 10-Sep, 2020 |
| **Copy Creation** | Copywriting for campaign | 10-Sep, 2020 |
| **Campaign Launch** | Deadline to launch campaign | 20-Sep, 2020 |
| **Monitor Campaign** | Monitor and report the analysis of the campaign – success/ drops | 15-October, 2020 |
| **Campaign Revision** | Revise campaign and test | Ongoing |

**Detailed Project Timetable:**

|  |  |  |
| --- | --- | --- |
| Social Activity | Activity Schedule | Ownership |
| **1.**Twitter Campaigns | **Sep-20** | **Oct-20** | **Nov-20** |   |
| X |   |   | Community Manager |
| **2.**Content Creation |   | X |   | Content Specialist |
| **3.**Social Media Monitoring |   |   | X | Social Media Specialist |

**Schedule & Budget**

Share a quick view of the desired budget required for completion of the scope of work planned.

|  |  |  |
| --- | --- | --- |
|   | Scope of Work | Start and End Dates |
| **Phase I** |  |  |
| **Phase II** |  |  |
| **Phase III** |  |  |
|  | **Total** | **₹0.00** |

**Project Evaluation**

Put forward, and discuss how progress will be evaluated throughout the campaigns and at the end of the project:

* Communicate clear indicators of success for each objective
* Specify when and how you have planned to conduct monitoring and evaluation activities to define the project’s progress and outcome
* Mention the methods that will be used to monitor and evaluate the project

**Appendix**

Keep your social media proposal as brief as possible, while also conveying the essential information alongside. Mark references in the proposal to supporting documents that you plan to include in the appendix here, like:

* Essential information about your company
* Practices followed with previous clients
* Relevant research data
* Detailed budget and return on investment (ROI) calculations

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[**Client**], [Project Name]

[Date]

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[**Representative**], [Company Name]

[Date]

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[**Client**], [Project Name]

[Date]