

Objective

Our objective is to increase the Client's brand awareness and social reach, which will lead to an increase in customer leads originating from social media.

Scope of Services

- Determine and define target audience, which includes creating customer personas.
- Determine and define client social media objectives.
- Audit existing client social media profiles, pages and activity.
- Analyze the social media efforts of competitors.
- Create a detailed social media marketing plan.
- Create and optimize Google Business page.
- Create and optimize Facebook page.
- Create and optimize LinkedIn page.
- Create and optimize Twitter profile page.

Our Process

Our goal is to make the process of working together as smooth and seamless as possible.

Once we enter into a formal agreement, we will schedule a discovery meeting to fully understand our client's objectives and requirements. We will then create a project plan, and schedule additional discovery meetings if needed.

Based on our discovery, we will conduct all of our market and competitive research and analysis and our audit, as described in the Scope of Services.

We will then discuss our findings with the client, along with a clear and well documented explanation of those findings.

After getting client feedback on our findings, we will create a detailed social media marketing plan.

After client reviews and approves the plan, we will begin implementing it.

For our monthly services, we will be in regular contact with the client to obtain any information required to perform our work and to answer any questions the client has.

Timeframe

The services and deliverables listed in the Scope of Services will take between 2 - 3 months to complete. The ongoing monthly services will continue on a month to month basis.

Your Investment

Option 1: \$5,000

This price includes all the services and deliverables listed in the Scope of Services and is a one-time fee payable in full at the start of the project.

Option 2: \$2,500 per month

This price is charged per month and includes the following monthly services:

- Create Facebook [insert number and frequency] posts to increase brand awareness and attract new followers and potential customers.
- Manage Facebook page.
- Interact with and reach out to influencers and potential partners or customers on Facebook.
- Interact with and reach out to influencers and potential partners or customers on LinkedIn.
- Create [insert number and frequency] LinkedIn posts to increase brand awareness and attract new followers and potential customers.

Option 3: \$1,500

This price is charged per month and includes the following monthly services:

- Create [insert number and frequency] Twitter posts to increase brand awareness and attract new followers and potential customers.
- Increase the number of relevant followers on Twitter.
- Interact with and reach out to influencers and potential partners or customers on Twitter.

About Us

[Company Name] was founded in 2015 and has been providing digital marketing services including web design, seo, content marketing and social media and email marketing to help companies improve their online presence and generate more business.

Our Team

John Smith, CEO

John is an expert at all aspects of digital marketing with a particular focus on SEO and PPC. He is a sought after speaker at digital marketing conferences and is the author of two books on marketing for small business.

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Terms

- Payment for Option 1 must be made in full upon signing of proposal, prior to project start.
- Monthly payments for Options 2 or 3 must be made add the beginning of the month. Work will begin only after monthly payment is received.
- [INSERT COMPANY] retains complete ownership of all deliverables until final payment is made and balance owed is paid in full.
- If project is not completed by [INSERT DATE] due to client inaction, Client is liable to pay entire balance owed.
- Payments can be made to [INSERT COMPANY].
- This proposal is valid for 30 days.

Next Step

Please select the investment option you want below, enter your name or initials in the signature box and click accept.

Your typed signature below - or your payment - indicates agreement with the proposal and terms above and constitutes the launch of this project:

Signed and Agreed to by:

Your Signature
for Your Company Name

10/24/2019
Date

Option 1 Option 2 Option 3

10/30/19
Date

I have read and accept the terms of this proposal.

for Test Client