



[Organization Name]

[Address]

[Phone]

[Email]

[Web]

SOCIAL MEDIA PROPOSAL

[Project Name]

EXECUTIVE SUMMARY

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

The summary should contain the following information:

- Identify the problem or need for the proposed project
- Explain the anticipated result(s) of the proposed project
- Lay out the budget, time, and resources required to complete the proposed project
- Include any additional information worth noting

INTRODUCTION

In this section, give a brief summary of your organization:

Company name

Include a brief introduction of your company here. Explain your organization's core function and describe the industry you serve.

Number and type of clients

Communicate the type of clients you have worked with in the past. Include big brands and small clients to indicate you have worked with businesses of all sizes.

Experience

Showcase your organization's experience in the industry.

Vision

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

Mission statement

Similar to your vision statement. Include your mission statement to communicate what your organization is about.

People

Include a photo and a brief description of each employee involved in the proposed project. Detail their relevant experience (both at your organization and overall).

NEEDS/PROBLEMS

Identify the organization's needs and/or problems. This information should have surfaced during your initial meeting and is indicated here.

- What are the organization's needs and/or problems?
- How long has each one been a need and/or problem for the organization?
- Have there been any attempts to address the needs and/or problems?
- What is the potential impact on the business in terms of revenue?

BUSINESS GOALS/OBJECTIVES

State the business goals or objectives. Each should be a SMART goal: specific, measurable, attainable, realistic, and timely.

- S.M.A.R.T. Business Goal No. 1
- S.M.A.R.T. Business Goal No. 2
- S.M.A.R.T. Business Goal No. 3

SOCIAL MEDIA GOALS/OBJECTIVES

State the social media goals or objectives that will complement your business goals or objectives. If the social media goals do not align with the business goals, they need to be reviewed.

- S.M.A.R.T. Social Media Goal No. 1 (e.g. increase X followers by 20% by the end of Q4)
- S.M.A.R.T. Social Media Goal No. 2
- S.M.A.R.T. Social Media Goal No. 3

SCOPE OF WORK/TACTICS

Provide details about the proposed procedures and social media activities supporting the goals or objectives.

- Social media activities
- Social media campaigns (e.g. execute four X campaigns by end of Q4)
- Content creation
- Social media monitoring
- Social media engagement
- Social selling
- Lead generation

TIMETABLE

Provide a detailed outline, including the scope of work. Provide specifics and the proposed timeline.

	X Campaigns	Deadline
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Create creative Assets	Create graphics to accompany the X campaign and copy	April 1, 2024
Create Copy	Copywriting for campaign	April 1, 2024
Launch Campaign	Deadline to launch campaign	April 10, 2024
Monitor Campaign	Monitor and report the success of the campaign	May 10, 2024
Revise Campaign	Revise the campaign and test	Ongoing

Detailed Project Timetable:

Activity	Execution			Responsibility
	Month 1	Month 2	Month 3	
1. X Campaigns	X			Community Manager
2. Content Creation		X		Content Specialist
3. Social Media Monitoring			X	Social Media Specialist

BUDGET

Set the desired budget required to complete the scope of work.

	Scope of Work	Start and End Dates
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Phase One		
Phase Two		
Phase Three		
	Total	\$ 0.00

EVALUATION

Discuss how progress will be evaluated throughout and at the end of the project.

- Formulate clear indicators of success for each objective
- Indicate how and when to conduct monitoring and evaluation activities to determine the project's progress and outcome
- State which methods will be used to monitor and evaluate the project
- Identify who will carry out the project evaluation

ENDORSEMENTS

Provide the names and addresses of individuals and companies who support and endorse the project.

NEXT STEPS

Here, be specific about the next steps for your organization and the potential client.

APPENDIX

A social media proposal should be kept as brief as possible while conveying the necessary information. Make references to supporting documents you plan to include in the appendix in your proposal.

Things that can be included in the appendix are:

- Company information
 - Experience with previous clients
 - Evidence or research
 - Detailed budget and/or return on investment (ROI) calculations
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[**Client**], [Project Name]

[Date]

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

[Date]

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

[Date]