[Company/Organization]

[Insert Your Brand Logo]

[Street Address]

[Phone]

[Email Address]

[Website Address]

[Twitter Handle]

**[Client Name] Social Media Proposal**

[Insert Client Brand Logo]

**Executive Summary**

Include a short summary of this document. It should allow your client to quickly see important highlights and clearly understand what your proposal contains. Reference each of the following:

* A high-level summary of proposed work you will deliver for your client
* Summarize goals, objectives, and expected results
* Budgets and reporting timelines

**Who We Are**  
Include a brief company bio.

**What We Do**

Summarize the services you offer.

**Who We Work For**

List clients you’ve worked with.

**Meet Our Team**

**Name | Job Title**

**Skills/Expertise:**

**Bio:**

**Name | Job Title**

**Skills/Expertise:**

**Bio:**

**Name | Job Title**

**Skills/Expertise:**

**Bio:**

**Name | Job Title**

**Skills/Expertise:**

**Bio:**

**Business Goals and Objectives**

Outline your prospective client’s specific business goals here. Include numbers, data, and timelines where possible. These should be the business outcomes your client hopes to achieve as a result of your work.

**Goal #1:**

**Goal #2:**

**Goal #3:**

**Goal #4:**

**Goal #5:**

**Social Media Goals and Metrics**

Outline your social media performance goals, and the metrics you’ll use to gauge success, here. These should be goals and data related directly to the performance of your client’s social media content and channels.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social**  **Media Goal** | **Metric 1** | **Metric 2** | **Metric 3** | **Business Objective** |
| **Goal 1** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social**  **Media Goal** | **Metric 1** | **Metric 2** | **Metric 3** | **Business Objective** |
| **Goal 2** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social**  **Media Goal** | **Metric 1** | **Metric 2** | **Metric 3** | **Business Objective** |
| **Goal 3** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social**  **Media Goal** | **Metric 1** | **Metric 2** | **Metric 3** | **Business Objective** |
| **Goal 4** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social**  **Media Goal** | **Metric 1** | **Metric 2** | **Metric 3** | **Business Objective** |
| **Goal 5** |  |  |  |  |

**Proposed Tactics and Services**

Use this section to discuss the specific work you’ll perform. Break this down into services you’ll provide, and tactics you’ll use to deliver those services.

***Example***

***Service: Facebook Follower Campaign***

* ***Tactic 1: Build Creative Campaign***
  + ***Step 1: Generate campaign concept***
  + ***Step 2: Write copy***
  + ***Step 3: Design posts***
  + ***Step 4: Measure success***
* [Insert Service 1]
  + Tactic 1:
    - Step 1
    - Step 2
    - Step 3
  + Tactic 2:
    - Step 1
    - Step 2
    - Step 3
  + Tactic 3:
    - Step 1
    - Step 2
    - Step 3
* [Insert Service 2]
  + Tactic 1:
    - Step 1
    - Step 2
    - Step 3
  + Tactic 2:
    - Step 1
    - Step 2
    - Step 3
  + Tactic 3:
    - Step 1
    - Step 2
    - Step 3

**Timetables and Deadlines**

Use this section to list proposed projects, when each project will be started, and when it will be completed.

**Project Timetable (*list major projects per quarter*)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Services** | **Calendar** | | | **Team Member** |
| *Month 1* | *Month 2* | *Month 3* |
| Audit |  |  |  | [JOB TITLE] |
| Campaign Planning |  |  |  | [JOB TITLE] |
| Campaign Execution |  |  |  | [JOB TITLE] |
| Reporting |  |  |  | [JOB TITLE] |

**Ongoing Tasks (*list ongoing tasks for each team member*)**

|  |  |  |
| --- | --- | --- |
| **Team Member: Writer** | | |
| Tasks | Details | Dates |
|  |  | Start: |
|  |  | Deadline: |

|  |  |  |
| --- | --- | --- |
| **Team Member: Designer** | | |
| Tasks | Details | Dates |
|  |  | Start: |
|  |  | Deadline: |

|  |  |  |
| --- | --- | --- |
| **Team Member: Analyst** | | |
| Tasks | Details | Dates |
|  |  | Start: |
|  |  | Deadline: |

|  |  |  |
| --- | --- | --- |
| **Team Member: Project Manager** | | |
| Tasks | Details | Dates |
|  |  | Start: |
|  |  | Deadline: |

|  |  |  |
| --- | --- | --- |
| **Team Member: Account Manager** | | |
| Tasks | Details | Dates |
|  |  | Start: |
|  |  | Deadline: |

**Reporting and Deliverables**

Explain how frequently your client can expect reports and what those reports will include.

**Reporting Timeline**

**Reports will be delivered on the following basis (select all that apply):**

[ ] Weekly [ ] Monthly [ ] Quarterly [ ] Annually

**Reporting Metrics**

Include a paragraph outlining which metrics will be reported on.

**Report Format**

Describe report formatting options. *Example: Weekly reports will be provided via PDF.*

**Performance Analysis**

Describe how projects will be analyzed. Mention which tools and methodologies will be used to determine success.

*Example: Project performance will be analyzed on a monthly basis. Using our analytics and reporting tools, we will provide key insights into how content and campaigns are performing, and why.*

**Budget**

Break down client costs. You may choose to list these in terms of months or phases, depending on which is appropriate.

|  |  |  |
| --- | --- | --- |
| **Month** | **Work Provided** | **Cost** |
| **Month 1** |  |  |
| **Month 2** |  |  |
| **Month 3** |  |  |
| **Month 4** |  |  |
| **Month 5** |  |  |
| **Month 6** |  |  |
| **Total** | |  |

**Explanation of Costs**

Provide an explanation of hourly rates, whether you charge per hour or project, and other details pertinent to understanding costs stated above.

**Client Agreement**

Client Signature

Company Signature