**[A blue and white sign

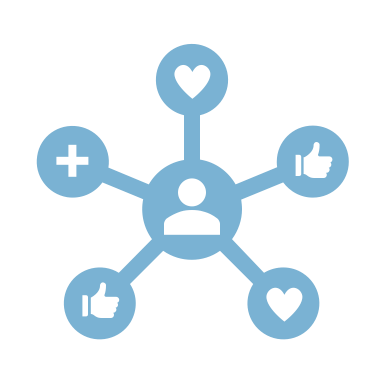
Description automatically generated](https://www.smartsheet.com/try-it?trp=12252&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Social+Media+Marketing+Proposal-word-12252&lpa=Blank+Social+Media+Marketing+Proposal+word+12252)**

**Microsoft Word   
Social Media Marketing   
Proposal Template**

**Social Media Marketing Proposal**

**[Your Name]  
[Your Company Name]  
Phone:  
Email:  
Website:**

**Executive Summary**



## **Introduction**

Text





Text

## **Goals and Objectives**

Text

|  |  |  |
| --- | --- | --- |
| **Objective** | **Current Metric** | **Target Metric** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Text

## **Businessperson pointing to digital tablet in meeting**

## **Target Audience**

We will target the following audience demographics:

|  |  |
| --- | --- |
| **Demographic** | **Details** |
| Age range |  |
| Gender |  |
| Geographic location |  |
| Interests |  |
| Online behavior |  |
| Pain points |  |

Text

## **Current Social Media Audit**

We conducted a SWOT analysis of [Client Name]’s current social media presence.

**Weaknesses**

**Strengths**

W

S

**Opportunities**

**Threats**

T

O

## **Proposed Strategy**

Platforms

We recommend focusing on the following platforms:

**Instagram:**   
  
 **Facebook:**

**LinkedIn:**

**Twitter:**

Content Types

## 

We will create a variety of content to engage the audience:

**Instagram Stories:**   
  
**Facebook Ads:**   
  
**LinkedIn Articles:**

## **Content Plan**

|  |  |  |
| --- | --- | --- |
| **Platform** | **Content Type** | **Frequency** |
| Instagram |  |  |
| Facebook |  |  |
| LinkedIn |  |  |
| Twitter |  |  |

Themes and Topics

Sustainability in everyday life

Customer success stories

Behind-the-scenes product creation

Text

|  |  |  |
| --- | --- | --- |
| **Service** | **Cost** | **Description** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## **Budget Overview**

Package Options

|  |  |  |
| --- | --- | --- |
| **Package** | **Cost** | **Services Included** |
| Basic |  |  |
| Standard |  |  |
| Premium |  |  |

## **Performance Metrics**

We will track and report the following KPIs:

|  |  |  |
| --- | --- | --- |
| **KPI** | **Target** | **Reporting Method** |
| Engagement rate |  |  |
| Follower growth |  |  |
| Lead generation |  |  |
| Website traffic |  |  |

**Reporting Schedule:**

**Monthly Reports:**   
  
  
  
**Quarterly Review:**

## **Client Wins**

**Client A**

* **Challenge**:
* **Solution:**
* **Results:**

**Client B**

* **Challenge**:
* **Solution:**
* **Results:**

## **Team Introduction**

Text

Text

## **Next Steps**

**Sign contract:**

**Kick-Off call:**

**Campaign Launch:**

|  |
| --- |
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