**[A blue and white sign

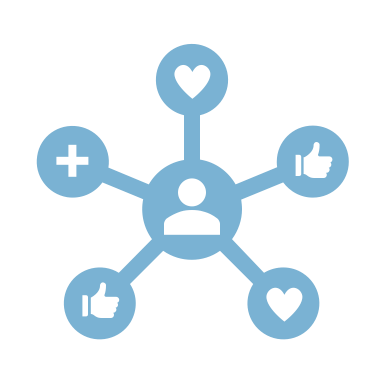
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**Microsoft Word   
Social Media Marketing   
Proposal Template Example**

**Social Media Marketing Proposal**

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

**Executive Summary**



## **Introduction**

[Your Company Name] is a full-service digital marketing agency specializing in social media marketing for over 10 years. We have successfully managed campaigns for [Number of Clients] clients, including [Notable Client Name], and have delivered consistent ROI by creating compelling social media strategies. Our expertise includes:

* Content creation (images, videos, infographics)
* Community management
* Paid social advertising
* Analytics and reporting



We will apply this experience to help [Client Name] grow its online presence and drive customer engagement.

## **Goals and Objectives**

We propose the following goals for [Client Name] ’s social media campaign:

|  |  |  |
| --- | --- | --- |
| **Objective** | **Current Metric** | **Target Metric** |
| Increase social media engagement | 2% engagement rate | 5% engagement rate |
| Grow followers on Instagram | 10,000 followers | 13,000 followers |
| Boost website traffic from social | 500 visits per month | 1,000 visits per month |
| Increase lead generation | 20 leads per month | 50 leads per month |

These goals align with your broader business objectives of expanding brand reach and increasing conversions through improved engagement on social media platforms.

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

## **Target Audience**

We will target the following audience demographics:

|  |  |
| --- | --- |
| **Demographic** | **Details** |
| Age range | 25-45 |
| Gender | 60% female, 40% male |
| Geographic location | USA, primarily urban areas |
| Interests | Health, fitness, sustainability |
| Online behavior | Active on Instagram and Facebook; regular online shoppers |
| Pain points | Desire for eco-friendly products but uncertainty about authenticity |

Our strategy will be tailored to appeal to this audience through authentic content, including testimonials and educational posts that address pain points like eco-friendly product sourcing.

## **Current Social Media Audit**

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

**Weaknesses**  
Inconsistent posting frequency  
  
Lack of call-to-action in posts

**Strengths**  
Active Instagram account with quality imagery  
  
Growing number of engaged followers

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**Opportunities**  
High engagement potential on LinkedIn for B2B marketing  
  
Untapped audience on Twitter

**Threats**  
Competitors like [Competitor Name] are more active on emerging platforms like TikTok  
  
Declining organic reach on Facebook

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## **Proposed Strategy**

Platforms

We recommend focusing on the following platforms:

**Instagram:** Leverage stories, Reels, and influencer collaborations.  
  
 **Facebook:** Run paid ads targeting custom audiences.

**LinkedIn:** Launch B2B content focusing on company achievements and industry trends.

**Twitter:** Post quick updates and thought leadership, and leverage hashtags for broader reach.

Content Types

## 

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

**Instagram Stories:** Post behind-the-scenes footage and polls.  
  
**Facebook Ads:** Post carousel ads highlighting product features.  
  
**LinkedIn Articles:** Post thought leadership content from company executives.

## **Content Plan**

|  |  |  |
| --- | --- | --- |
| **Platform** | **Content Type** | **Frequency** |
| Instagram | Stories, Reels, carousel posts | 3-5 posts/week |
| Facebook | Image posts, paid ads | 2-3 posts/week |
| LinkedIn | Articles, company news | 1-2 posts/week |
| Twitter | Tweets, retweets, hashtags | 5-10 posts/week |

Themes and Topics

Sustainability in everyday life

Customer success stories

Behind-the-scenes product creation

We will implement engagement strategies such as polls, giveaways, and user-generated content (UGC) campaigns to enhance interaction.

|  |  |  |
| --- | --- | --- |
| **Service** | **Cost** | **Description** |
| Social media management | $3,000/month | Content creation, posting, community management |
| Paid social advertising | $1,500/month | Facebook ads, Instagram ads |
| Influencer collaborations | $2,000/month | Influencer outreach and management |
| Reporting and analytics | $1,000/month | Monthly performance reports |

## **Budget Overview**

Package Options

|  |  |  |
| --- | --- | --- |
| **Package** | **Cost** | **Services Included** |
| Basic | $3,000/month | Social media management, 2 posts/week, basic reporting |
| Standard | $5,000/month | Social media management, 5 posts/week, paid ads, advanced reporting |
| Premium | $7,500/month | Standard package + influencer management, real-time reporting |

## **Performance Metrics**

We will track and report the following KPIs:

|  |  |  |
| --- | --- | --- |
| **KPI** | **Target** | **Reporting Method** |
| Engagement rate | 5% | Monthly reports, platform analytics |
| Follower growth | 3,000 new followers in 6 months | Monthly growth tracking |
| Lead generation | 50 new leads/month | Integrated CRM data |
| Website traffic | 1,000 visits from social platforms | Google Analytics |

**Reporting Schedule:**

**Monthly Reports:** Detailed breakdown of performance, insights, and recommendations.  
  
**Quarterly Review:** Deep-dive analysis to adjust strategy based on evolving trends.

## **Client Wins**

**Client A – E-Commerce Brand**

* **Challenge**: Low engagement and stagnant sales.
* **Solution:** Implemented Instagram influencer campaigns and targeted Facebook ads.
* **Results:** 25% increase in engagement and 40% sales growth in 6 months.

**Client B – B2B SaaS Company**

* **Challenge**: Minimal LinkedIn presence.
* **Solution:** Developed a content calendar with industry-focused articles and infographics.
* **Results:** 30% follower growth and 50 high-quality leads within 3 months.

## **Team Introduction**

Alexandra brings over 10 years of experience in crafting social media strategies that drive engagement and sales. She has managed campaigns for Fortune 500 companies and small businesses alike.

Everett specializes in creating compelling content that resonates with target audiences. With a background in digital media, he has a proven track record of increasing brand visibility through storytelling.

## **Next Steps**

**Sign contract:** Review and sign the proposal to kick off the campaign.

**Kick-Off call:** Schedule a meeting to discuss final strategy and timeline.

**Campaign Launch:** We will begin implementation and provide the first report after 30 days.

|  |
| --- |
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