

# Social Media Management Business Proposal Template

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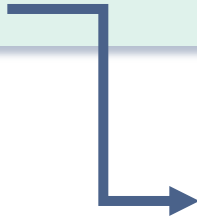
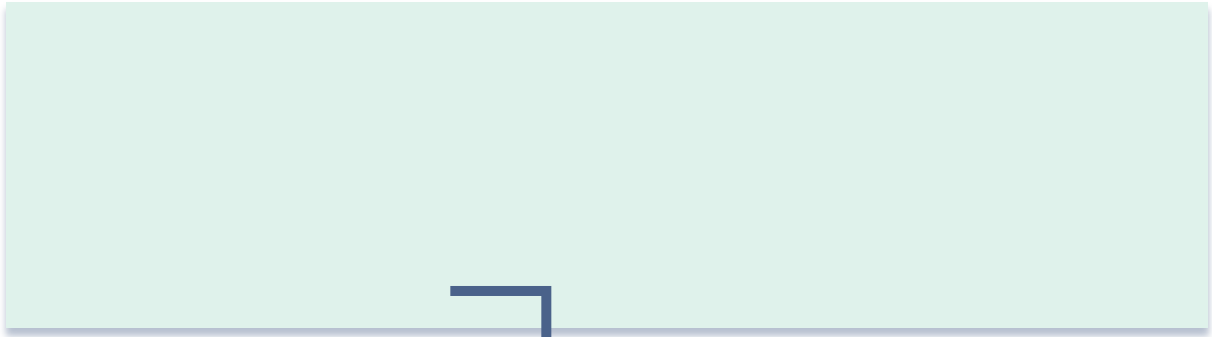
## Social Media Management Business Proposal

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

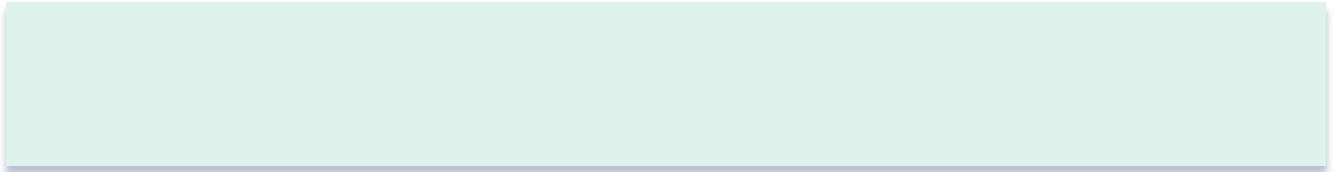
# Executive Summary



# Introduction



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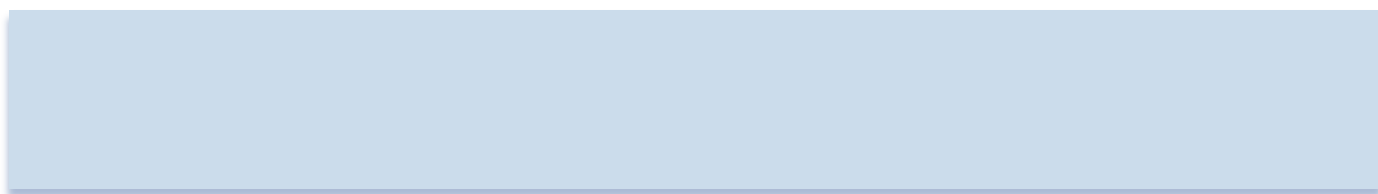


# Goals and Objectives

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Objective	Current Metric	Target Metric



## Target Audience

We will target the following audience demographics:

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

## Current Social Media Audit

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

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**Strengths**

S

**Weaknesses**

W

**Opportunities**

O

**Threats**

T

## 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
- 
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## Budget Overview

Service	Cost	Description

### 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



## Next Steps



**Sign contract:**

**Kick-Off call:**

**Campaign Launch:**

## **DISCLAIMER**

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