

Social Media Marketing Proposal – Trial For Real Image Production



Social Media Objectives & Strategy

1. Objective: Introduction & Growth with focus on Engagement

A. Introducing your brand to the market online – Awareness

- Set up the social media business pages and integrate to the website.
- Reach a certain number of members & engage with them to be able to sustain and then grow.
- Slowly but surely, awareness of your brand name – Real Image Production – will increase.

B. Grow in the right way and for the right reasons

- Slow, steady growth to maximize engagement.
- If there's a sudden explosion of growth, it might not necessarily transform a lot of new comers to the social media pages into regular members.
- Growing the social media community means doing a good job in engaging the members you already have.

C. Build relationships & promote activity

- Build & maintain relationships with new members of social media pages.
- Create value for members who participate in the social media pages.
- Promote not just the social media community as a community but also activities or things happening in the community (events, activities, discussions, involving related hand-in-hand businesses).
- Initiate interaction and invite people.

D. Increase & Optimize conversion

- Increase time for conversion and optimize conversion into long-term active members.
- Spend more time in trying to make newcomers be regular members of the social media community (as only 25% will engage at first). Find out what it is that makes the newcomer to become a long-term member & optimize it.

E. Measure

- Measure where members of the social media pages are coming from.
- Measure what tactics gives the most sources of members.
- Figure out what type of posts gets the most interaction.
- Study the audience (age, country, gender etc.)
- Basically, measure everything!

2. Strategy: Channels to use for social media pages growth

A. Direct Growth

- Direct invitations to new audiences (social media, email lists...)
- Target segments (demographics, habits, psychographics etc.) of people at a time.
- Target specific people for a specific reason.

B. Word-of-Mouth

- Content sharing, individual referrals, social media, involvement activities.
- Deliberately stimulate reasons why people will talk about your brand (WOM)
- Challenges, events, activities, awards, interviews, mentions, create content etc.

C. Promotion

- Build a list of relevant journalists and bloggers to create publicity
- Press releases to websites, community websites and e-magazines
- Events & Activities
- Advertising specifically and Contests

D. Create, maintain and increase Activity 3 ways:

1. Discussions:

- Conveying information - bonding status showing (members sharing own related experience).
- Not to solely rely on conveying information, but involve in getting engagement levels higher.
- Asking a question gets more comments than just conveying information.
- Initiation, encouragement and highlighting of discussions which facilitate self-disclosure.
- Borrowing popular discussions (see which discussions are popular in other communities & apply to your brand community)

2. Events & Activities:

- Initiating regular events & activities for the social media pages members
- Online & Offline events and activities: themed discussions, competition /challenges, special occasion's posts, gatherings.

3. Content

- Like mentioned above, not just informational posts should be created.
- Types of content: Product images, videos, articles, updates, thoughts, activities, pictures, random facts, competitions, events, special occasions etc.
- Give priority to activity and not content (focus on interaction, participation, discussions etc.)

Social Media Pages

1. Facebook

A. Page Designing

- ✦ Designing Cover Photo & Setting Profile Picture
- ✦ Pick up vanity URL
- ✦ Adjusting Settings > general, page info, notifications, page roles, apps etc.

B. Page Activity

- ✦ Posting minimum 12 – 15 posts per month or on demand.
- ✦ The posts category includes general information/ pictures/ videos/services/ events/ activities/competitions/special occasions/ articles etc.

Note: Our 'creatives' include the ideas, designing and text; images/videos and company logo(s) are to be provided by you OR if required to buy, necessary charges apply.

C. Organic Reach

- ✦ Competitions & Sweepstakes will generate organic likes & reach
- ✦ Regular posting of text, pictures, videos will generate organic likes & reach
- ✦ Reaching out to bloggers will get organic likes & reach
- ✦ Featured Articles will get organic likes & reach

Note that: Other than organic methods, there are the very popular paid methods, which are used by all small and big businesses (by paid methods, we mean the legal way of using own advertising tools of Facebook / LinkedIn / Instagram / YouTube, and no other parties selling fake fans/followers & fake engagement)

D. Promote Page button

Using the Promote Page Button created by Facebook

- ✦ Daily budget of AED 19 > est. 51 likes per day
- ✦ Daily budget of AED 56 > est. 150 likes per day
- ✦ Daily budget of AED 74 > est. 200 likes per day

For example:

Spending AED 74 once a week, will get a minimum of 800 page likes per month (minimum 9600 per year)

Spending AED 74 every day for one month, will get a minimum of 6000 page likes in one month

Doing it for 6 months per year (or every other month of the year) will get you minimum 36000 page likes

Note that: With using targeting countries & interests, the likes will increase. These numbers are estimates, but through our experience, we can say the numbers you get will be double or more.

E. Boost Post button

Using the Boost Button created by Facebook

- Daily budget of AED 19 > est. 1100 -- 2900 people reachable
- Daily budget of AED 74 > est. 5600 -- 15000 people reachable
- Daily budget of AED 220 > est. 18000 -- 49000 people reachable
- Daily budget of AED 370 > est. 30000 -- 79000 people reachable

Note that: The boost button doesn't only get you more reach for a post, but also more likes for the page with using targeting countries & interests, the reach will increase. These numbers are estimates, but through our experience, we can say the numbers you get will be much better.

F. Promote website button

Using the Promote Website Button created by Facebook

- Daily budget of AED 19 > est. 84--100 clicks per day
- Daily budget of AED 56 > est. 249 clicks per day
- Daily budget of AED 74 > est. 329 clicks per day

Note that: With using targeting countries & interests, the reach will increase. Facebook also introduced "promote event" where you could promote your event and get more reach with as low a budget as AED 20 per day.

2. LinkedIn

A. Page Designing

- Setting Profile Picture
- Adjusting Settings and links

B. Page Posting

- Posting minimum 12 – 15 posts per month or on demand.
- Pictures & text with general information, services, events, activities, competitions, offers and special occasions etc.
- Filter and categorize based on location, industry segment, job titles and relevant professional groups, along with hand-in-hand related businesses for Real Image Productions' activities.

C. Organic Followers & Likes

- Competitions & Sweepstakes will generate organic followers & likes
- Regular posting of text and pictures will generate organic followers & likes
- Reaching out to bloggers and Sponsored/Featured articles will get organic followers & likes
- The simple act of following a great number of people will get a considerable amount of follow back and will create awareness; the same goes with commenting on posts or topics relevant to Real Image Production's related industry, business and services.

- Organic, research based targeting in terms of job titles, industry segment and geography as per LinkedIn's filters and measurement, alongside relevant LinkedIn groups.

3. Twitter

A. Page Designing

- Designing Cover Photo & Background
- Adjusting Settings and links

B. Page Posting

- Posting minimum 12 – 15 posts per month or on demand.
- The posts category includes general information/ pictures/ videos/products/services/ events/ activities/competitions/special occasions/ articles etc.

Note: Our 'creatives' include the ideas, designing and text; images and company logo(s) are to be provided by you OR if required to buy, necessary charges apply.

C. Organic Followers & Impressions

- Competitions & Sweepstakes will generate organic followers & impressions
- Regular posting of text, pictures and videos will generate organic followers & impressions
- Reaching out to bloggers will get organic followers & impressions
- Featured Articles will get organic followers & impressions
- The simple act of following a great number of people and/or relevant businesses/topics will get a considerable amount of follow back and will create awareness

Note that: Other than organic methods, there are the very popular paid methods, which are used by all small and big businesses (by paid methods, we mean the legal way > using Facebook / Twitter / Instagram / YouTube own advertising tools)

D. Promoted Accounts

- A Promoted Account is an ad that invites targeted Twitter users to follow with the brand – attracting more of the right followers to you in a faster way.
- And followers don't just follow: They also engage, retweet, click through, continue the conversation and bring more like-minded followers
- Promoted Accounts are priced on a Cost--per--Follow (CPF) basis. You pay only when a user clicks Follow on a Promoted Account placement.
- Twitter pricing system is based on bidding -- you set the maximum amount you're willing to spend per action aligned with your campaign objective. You may pay up to this amount but it will likely be less because you'll never pay more than one cent above a competitive bid.

For example:

We can set a budget of \$7 per day and target Twitter users all over the world. Twitter automatically takes care of the rest, identifying other Twitter users who are interested in the company or service.

E. Promoted Tweets

- Promoted Tweets are similar to organic Tweets. They can be retweeted, replied to and favorited. Promoted Tweets can include links to websites, hashtags and rich media.
- Promoted Tweets allow you to use targeting capabilities to deliver Tweets to specific users and during specific moments.
- Twitter pricing system is based on bidding -- you set the maximum amount you're willing to spend per action aligned with your campaign objective. You may pay up to this amount but it will likely be less because you'll never pay more than one cent above a competitive bid.

For example:

We can set a budget of \$7 per day and target Twitter users all over the world. Twitter automatically takes care of the rest, identifying other Twitter users who are interested in the company or particular service.

4. YouTube

A. Page Designing

- Design YouTube Banner & Profile Picture
- Setting up channel > links to website and other social media pages

B. Posting Videos

- Posting Videos on the channel whenever a new video is available, and sharing it on other social media platforms.
- Research based choice and filtering of audience demographics: topics, channels, geography, interests, age and more.

C. Organic Subscribers & Views

- All Advertising & Marketing Activities done by Real Image Productions as a brand will generate organic subscribers & viewers on YouTube (Billboards, TV ads, Radio ads, Online ads, Flyers, Articles, Interviews, Segment of TV shows etc.)
- Competitions & Sweepstakes will generate organic subscribers and viewers
- Regular posting of related videos on a category basis with multiple filters, topics, channels chosen – will generate organic subscribers and viewers
- Reaching out to bloggers will get organic subscribers and viewers
- Featured Articles will get organic subscribers and viewers

D. YouTube Advertising

- **In--stream:** Ads play before, during or after a video. The ad plays for several seconds while a counter counts down the time. The viewer is prompted to skip the ad after a certain number of seconds has passed you pay only after viewers have watched at least 30 seconds of your ad this is a popular choice among advertisers.
- **In--display:** Your video ad shows up inside of a YouTube display box along with one or two other ads this display is similar to ads on Google search, except viewers can see a snapshot of the video to watch the ad a viewer clicks on it directly.

- **In--slate:** These advertisements show up on YouTube Partner videos that are at least 10--minutes in length or longer. The viewers can select one out of three ads to watch. Ads can also be watched during commercial
- **In--search:** The video ad shows up when a person searches in a particular category on YouTube. Ads are prominently featured above regular content at the top of the page. You can use keywords when setting up the campaign. This helps the ad show up when someone searches a topic that is closely related to your keywords.
- **Call--to--Action Overlay:** When you want to draw lots of attention the call--to--action overlay can be used to entice viewers to take immediate action. The overlay has the advantage of sitting directly on top of the actual video. It is on the bottom and is easily seen without being too intrusive.

Bidding on video promotions works the same way as search advertising. You choose the amount you wish to bid. Select the maximum budget amount per day. Ads will run according to the parameters you have set up. Higher bids give your ad more exposure. Lower bids save money, but have a lower return on investment.

YouTube video ads cost and the number of viewers and impressions based on the daily budget. For Example:

- Daily budget of AED 25 > est. 500 – 650 viewers per day & est. 2,100 - 2,630 Impressions
- Daily budget of AED 50 > est. 900 – 1150 viewers per day & est. 3,700 – 4,300 Impressions
- Daily budget of AED 100 > est. 2000 – 2400 viewers per day & est. 9,200 - 10,200 Impressions

The only way to know for sure if YouTube video promotion is valuable for your firm is to test it out and see what results you get.

5. Vimeo

A. Page Designing

- Design Vimeo Banner & Profile Picture
- Setting up/Adjusting channel settings and links to other social media pages

B. Posting Videos

- Posting Videos on the channel whenever a new video is available, and sharing it on other social media platforms.
- Research based choice and filtering of audience demographics: topics, channels, geography, interests, age and more.

C. Organic Subscribers & Views

- All Advertising & Marketing Activities done by Real Image Productions as a brand will generate organic subscribers & viewers on Vimeo (Billboards, TV ads, Radio ads, Online ads, Flyers, Articles, Interviews, Segment of TV shows etc.)
- Competitions & Sweepstakes will generate organic subscribers and viewers
- Regular posting of related videos on a category basis with multiple filters, topics, channels chosen – will generate organic subscribers and viewers
- Reaching out to bloggers will get organic subscribers and viewers

6. Behance

A. Page Designing

- Setting up/Adjusting Behance profile specifications
- Setting up/Adjusting channel settings and links to other social media pages

B. Page Posting

- Posting projects and related material on the channel whenever a new project is available, and sharing it on other social media platforms.
- Research based choice and filtering of audience demographics: topics, categories, geography, interests, age and more.

C. Organic Subscribers & Views

- All Advertising & Marketing Activities done by Real Image Productions as a brand will generate organic subscribers & viewers on Behance (Billboards, TV ads, Radio ads, Online ads, Flyers, Articles, Interviews, Segment of TV shows etc.)
- Competitions & Sweepstakes will generate organic subscribers and viewers
- Regular posting of related videos on a category basis with multiple filters, topics, channels chosen – will generate organic subscribers and viewers
- Reaching out to bloggers will get organic subscribers and viewers

Social Media Quote

Social Media Marketing & Management for 1-month trial period				
Facebook, LinkedIn, Twitter, YouTube, Vimeo and Behance Pages Management				
Strategy Development on each platform in terms of groups, interests, filters, etc. and Execution				
Customized Social Media Pages Setup				
Social Media Content Development (Design Of Creative Posts And Ad Caption)				
Organic reachability guarantee per social media channel as follows:				
S. No.	Platform	Current Status	Estimated at end of 30 days	Additional
1	Facebook Page likes	1778	1956	178 (10%)
2	Twitter Page Followers	94	103	9 (10%)
3	YouTube channel subscribers	291	306	15 (5%)
4	LinkedIn Followers	75	83	8 (10%)
5	Vimeo Followers	412	453	41 (10%)
6	Behance Followers	438	482	44 (10%)
Monthly detailed reports will be provided in terms of the marketing activity (posts, campaigns etc.), engagement levels (likes, followers, comments etc.) and improvement statistics (growth and reachability) on Facebook, LinkedIn, Twitter, YouTube, Vimeo and Behance.				
Total : AED 5000/Month				

Payment Terms

- ✦ This is a 1 month trial agreement, with 15 days payment in advance (AED 2,500/-)
- ✦ Next payment on the 30th day or the day we achieve commitment across all six platforms, whichever is earlier.
- ✦ Start Date: 9th March 2016
- ✦ End Date: 9th April 2016
- ✦ This is a one month trial offer, post which it will be extended to a 1 year contract with 3 months advance payment.