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City, State Zip

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**Company Representative**

<Jesse Leimgruber>

Your Logo

# Social Media Proposal

**Page Management, Branding and Influencer Marketing**  
<Client name> Ongoing Consulting

## Prepared for:

Customer Name

**Client Name**

123 Client's St, City, State Zip

**P** 1800 000 0000 **E** Jesse@NeoReach.com

Proposal Issued:

**Date**

## Statement of Confidentiality

This proposal contains confidential and proprietary business information of <Your Company> These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties without prior consent.



# Our Approach

*TV Commercials, display ads, and traditional forms of marketing are quickly becoming irrelevant. Users are blind to interruption ads and the situation is only getting worse. Social media builds engaged audiences, converts new customers, and drives a powerful ROI.*

Maintaining social media pages by posting once per day isn't enough. Users are blind to run of the mill, standard, promotional content. Our strategy combines a pinpointed content strategy with influencer engagement. In short: We leverage key thought leaders in your industry with a large social media following to share custom content and place your brand in front of the ideal target customers.

Very few social media agencies take our approach. Most companies will tell you that they'll "post 1-2 times per day" and "help you manage your facebook ads", these companies will spin their wheels and waste your money. Our approach is different. It's innovative. With years of digital marketing expertise under our belts, we've crafted a one-of-a-kind strategy that actually works.

Our primary goal isn't to make your company "look active on social media", it is to drive a real ROI. That means more followers, more sales, and a stronger brand presence. To prove our confidence, we don't require long term contracts or lock you into a "1 year minimum" agreement. We offer short term engagements on the basis that by the end of your first campaign with us, you'll see measurable results and increase your spend. We only make money by making you money.

**With us, you get custom content, fully branded social media pages, and real influencers talking about your company.**

*"I've posted myself, hired consultants, paid for facebook ads, and used tools. Nothing worked. Finally, I hired <Your company> to create custom content, re-brand my social pages, and leverage thought leaders. In 3 months, my social media engagement shot up. My followers doubled and sales increased by 50%. -- Real Customer"*

## Who We Are

We are a small, nimble, team of social media experts. After 4 years of studying digital marketing, we've had the opportunity to work with dozens of customers on their social media campaigns. We don't outsource our work overseas, and we pride ourselves on measurable goals and transparency. With us, you get a competent team of experts and true partners.

## Our Mission

We strive to provide the following to all of our customers:

- ▶ Clear, objective, measurable results.
- ▶ Transparency on our work, timeline and deliverables.
- ▶ Ongoing feedback & unlimited consulting. Call us anytime.



# Project Description

## Your Custom Strategy:

▶ Objectives: Define specific, measurable objectives that align with your overall company goals and vision	<b>Step 1</b>
▶ Framework: Setup all primary and secondary social media pages, customize branding & begin posting	<b>Step 2</b>
▶ Content & Strategy: Create custom content, compile links to share, and setup ongoing post schedule	<b>Step 3</b>
▶ Influencer Marketing: Active relevant thought leaders and bloggers with a large social media following	<b>Step 4</b>

*We pride ourselves on transparency during the progression of your project. Below we have outlined what each step involves:*

### 1 Defining key objectives and goals.

Every business is different. We do not offer a one-size-fits all solution. Instead, we'll spend a few hours brainstorming key objectives for your company. Then, we'll craft specific goals that align with your overall vision. It is important that we understand your business to the best of our ability.

What we'll accomplish after this stage:

- Understanding Your Key Goals: Example: More traffic to homepage, \$25 CPA from Twitter Ads.
- Define Your Target Audience: Example: Millennials aged 18-40 who are interested in <Their space>
- KPI's and Objectives: Example: 100% follow up rate on direct messages, 2-3 posts per week per platform, weekly campaign reporting, 1 piece of unique content per month, 10% overall increase in followers.

### 2 Page Setup, Branding & Ongoing Strategy

Once we understand your goals, we'll first setup all primary and secondary social media pages. This includes your Facebook, Twitter, and company LinkedIn pages. After the initial, we'll fill out all fields, description information, upload custom logos and branding, and post our initial pieces of content.

On an ongoing basis, we'll regularly find and schedule content, monitor user engagement and create follow ups, use tools to track your brand mentions, and outreach to relevant bloggers and influencers.



## Project Description Continued

### 3 Paid Campaign Optimization

■ ■ ■ ■ Paid strategies harmonize well with an active social media page. We'll leverage two separate networks (Facebook and Twitter) to drive targeted clicks and users to your brand. Simply setting up these campaigns is not enough. We pay careful attention to detail and constantly optimize results to deliver the best ROI. We'll also generate reports summarizing the traffic and key results gained from your spend.

Our paid campaign optimization is not limited to the three platforms above. We can help manage a variety of paid strategies including:

- ▶ LinkedIn Ads: Targeting key users on LinkedIn, creating visual content, and writing ad copy
- ▶ Retargeting: Using tools and services like AdRoll to bring users back to your site
- ▶ Outbrain: Driving clicks to your blog content and ongoing optimization of CTR and CPC.
- ▶ Google AdWords: Leveraging sponsored video promotions to drive traffic to your website
- ▶ Display Ads: Buying traditional media ads to engage more followers to your social media pages.

### 4 Influencer Marketing Management.

■ ■ ■ ■ Over 92% of consumers trust a recommendation from a friend or influencer over an ad. We've found that by optimizing targeted campaigns on influencer marketing platforms, our customers see incredible, long lasting results.

We'll allocate a fraction of your budget to an influencer marketing platform. This allows us to pick key thought leaders and influencers in your space, arrange for them to create and share content, and convert their followers into your customers. Optimization and ongoing management helps ensure that you get the maximum results from your campaign spend. On a daily basis, we'll monitor traffic, identify optimal influencers, and approve content.

“ The influencer component is unique to <Company>. After everything was setup, they reached out to bloggers and optimized next generation influencer marketing platforoms to get people talking. We saw immeditate results and pulled all of our ad spend in favor of additional influencer marketing and blog outreach.” - Real Customer



## Trasparent Pricing

### Basic

\$2990\*

\$1490 without ad spend

**We've hand crafted the following strategy and budget to fit the needs of your company.**

Every social media campaign needs to start with a strong foundation. In this package, we'll ensure that your pages are active and up to date. Then, we'll monitor followers and engage in powerful conversations. Finally, we'll allocate a portion of your budget to ad spends intended to drive traffic and customers.

- ▶ Page setup, branding, and ongoing posting
- ▶ 1 unique piece of content created every month
- ▶ Ongoing follower conversation engagement.
- ▶ Facebook & Twitter Ads Management (\$500 Allocated Spend)
- ▶ NeoReach Campaign Management (\$1000 Allocated Spend)

### Expert

\$4490\*

\$2990 without ad spend

**This is a an aggressive package that includes blogger outreach, brand monitoring, and lead generation.**

A powerful foundation will work wonders, but significant ROI requires a more aggressive campaign. In this package, we'll find and outreach to targeted users on social media, listen for any brand mention and coordiante with the poster for additional promotion, and outreach to bloggers for press and media coverage.

- ▶ Pinpointed user outreach to find and active new customers.
- ▶ Audience engagement & brand monitoring using Mention.com
- ▶ Blogger identification & outreach: Messaging 50+ Bloggers.
- ▶ Facebook & Twitter Ads Management (\$500 Allocated Spend)
- ▶ NeoReach Campaign Management (\$1500 Allocated Spend)



\* We are happy to adjust the total number of dollars allocated to Facebook, Twitter, and NeoReach campaigns. The outlined rates are simply a suggestion.



# Breakdown of Time Allocation

## Page Setup (First Month Only)

▶ Initial Page Creation: Facebook, LinkedIn, Twitter, Google+, Pinterest & Instagram	<b>2 Hours</b>
▶ Page Branding: Content, Logos, and Customization	<b>3 Hours</b>
▶ Initial Posts & User Targeting	<b>2 Hours</b>

## Ongoing Management: Custom Content & Daily Management

▶ Daily Management	<b>1 Hour per Day</b>
▶ Custom Content Creation	<b>4 Hours per Month</b>

## Paid Campaigns: Facebook & Twitter

▶ Initial Setup	<b>3 Hours</b>
▶ Ongoing Optimization	<b>5 Hours per Month</b>
▶ Tracking & Reporting	<b>2 Hours per Month</b>

## Influencer Marketing & Other Services

▶ NeoReach Management and Influencer Outreach	<b>4 Hours per Month</b>
▶ Expert Package Only: Outreach to targeted customers, and monitoring with Mention.com	<b>10 Hours per Month</b>
▶ Expert Package Only: Blogger identification & outreach	<b>10 Hours per Month</b>



# Acceptance of Quote

## Your Company Project # 456 — Your Company Social Media Consulting

<b>&lt;Your Company&gt;</b> 123 Your Street, Any Town, Zip P 1300 000 000 E Jesse@JesseLeimgruber.com	<b>Project Due</b> 6 weeks after deposit*	<b>Start Date</b> April 1, 2015
▶ Basic Package: Social media page setup and management		<b>\$1490.00</b>
▶ Advertising and paid media budget: Twitter Ads, Facebook Ads, Influencer Marketing		<b>\$1500.00</b>
<b>Total incl.tax</b>		<b>\$2990.00</b>

Print name

Position

Sign here to approve

Date

## Payment Information

### Direct Deposit

Your Company ABA: 099099  
Bank of <> Account No: 766888

Let us know if you would like us to send you an invoice.

## Terms

I accept the proposal above and I have read and understood the Terms and Conditions of Service provided by <>, and agree to abide by them. I include with this acceptance the deposit of 50% to start the project.

**YOUR LOGO**