[Your Company Logo] [Your Company Address]

## Social Media Marketing Proposal Template

### 1- About <Company Name>:

For the past <no. of years>, we have been standing firmly in the realm of Digital Marketing as the premium service providers. What makes us really different among other social media marketing agencies:

### 2- Our Mission:

To become the leading Digital Marketing Agency by keeping honesty, integrity and equality as the core values. We will provide people a marketing world where they can learn, share and gain knowledge of latest technologies and tactics.

<Note: It is just a sample mission statement, you can personalize it as per your needs.>

### 3- Social Media Objectives:

<Describe your company’s objectives and goals for the proposed social media strategy. >

### 4- Target Audience:

<Describe about the client/customer’s target audience. Which people you are focusing and whom you want to be engaged with the brand?>

|  |  |
| --- | --- |
| Location |  |
| Age Group |  |
| What are their online activities or interests? |  |

### 5- Social Media Tools to Be Used:

<Describe about the tool(s) that you will be utilizing in order to manage social media activities, like [Fan Page Robot](https://fanpagerobot.com/) and list down its features. Like here we have selected Fan Page Robot as the major social media management tool to monitor and track activities. >

Tool Name: [Fan Page Robot](https://fanpagerobot.com/)

#### Overview of Tool:

#### Features of Tool:

<List down the main features that will help out in accomplishing social media goals. >

* It is capable of generating enticing content (news, infographics, articles, videos etc.) relevant to your target market.
* Entering the target keywords, the relevant content is fetched within no time.
* It lets you find out right hashtags for your fan page in order to make your posts highly visible with more chances of being shared.
* With Rock.ly campaign builder, it lets you gain potential leads while not being overly promotional.
* It is equipped with 40 templates for lead generating forms; each one serving a particular promotion strategy.

### 6- Social Media Channels to Be Focused:

**1- Facebook:**

**2- Twitter:**

**3- Google+:**

**4- LinkedIn:**

**5- Pinterest:**

**6- Blog:**

Note: You can add more social channels in this manner including, Video promotion (YouTube, Vine, Instagram), power point sharing through Slide Share etc.

### 7- Team Management:

|  |  |  |  |
| --- | --- | --- | --- |
| Social Channel | Campaign Manager | Contributors | Client’s Contribution |
| Facebook |  |  |  |
| Twitter |  |  |  |
| LinkedIn |  |  |  |
| Google+ |  |  |  |
| Pinterest |  |  |  |
| Blog |  |  |  |

### 8- Action Plan:

**1- Facebook:**

Time Frame: <No. of hours /week>

**2- Twitter:**

Time Frame: <No.of hours/week>

**3- Google+:**

Time Frame: <No.of hours/week>

**4- LinkedIn:**

Time Allotted: <No. of hours/week>

**5- Pinterest:**

Time Allotted: <No.of hours/week>

**6- Blog:**

Time Allotted: <No.of hours/week>