YOUR  
LOGO

**COMPANY NAME**

SOCIAL MEDIA MANAGEMENT

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your social media management needs. We provide tailored strategies, content creation, and account management services to help brands grow their online presence and engage their audience.  
  
This proposal outlines how we can help [Client Name] build and maintain a strong, consistent social media presence.

# Problem or Opportunity

[Client Name] is seeking support to improve their visibility, engagement, and consistency across social platforms. Without a dedicated strategy and regular content, it’s difficult to build brand awareness or drive meaningful results.

# Proposed Solution

We propose a comprehensive social media management plan that includes content planning, design, posting, community engagement, and analytics reporting.  
  
Key Benefits:  
- Consistent posting and brand presence  
- Engaging visuals and messaging  
- Insights into performance and audience behavior

# Scope of Work

Our social media management services include:  
  
- Social media strategy development  
- Monthly content calendar creation  
- Content design and caption writing  
- Scheduling and publishing across platforms  
- Audience engagement and comment monitoring  
- Monthly performance reporting and insights

# Timeline

Proposed schedule for service delivery and review:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff Meeting | Discuss strategy and brand guidelines | [Start Date] |
| Content Calendar | Share and review monthly calendar | [Date] |
| Content Publishing | Start scheduling and posting | [Date] |
| Monthly Review | Provide performance report | [Monthly] |

# Pricing

Package pricing for social media management services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Basic Plan | Up to 3 posts/week on 2 platforms | [Amount] |
| Growth Plan | Up to 5 posts/week on 3 platforms | [Amount] |
| Full Management Plan | Daily posts, engagement, reporting | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a results-driven digital marketing agency focused on helping brands grow through social media.  
  
- Experience: [X] years managing social media for businesses across industries  
- Platforms: Instagram, Facebook, LinkedIn, Twitter, TikTok, and more  
- Mission: To build authentic connections and drive measurable results for our clients

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Grew Instagram following by 300% in 6 months  
- Outcome: Increased engagement, traffic to website, and lead generation  
  
Testimonial:  
“[Your Company Name] has transformed our social media. The content is on-brand, consistent, and highly engaging.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer, due at the beginning of each month.  
Contract Duration: Minimum 3-month agreement unless otherwise noted.  
Cancellation Policy: Cancel with 14 days’ written notice before next billing cycle.

# Acceptance

To begin social media management services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_