YOUR  
LOGO

**COMPANY NAME**

ONLINE COMMUNITY MANAGEMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your online community management needs. We specialize in building, growing, and nurturing digital communities that drive engagement, loyalty, and brand value.  
  
This proposal outlines our strategy for managing and enhancing [Client Name]'s online community.

# Project Objectives

The primary goals are:  
  
- Build a strong, inclusive, and active digital community  
- Foster member participation and engagement through regular content and moderation  
- Provide timely responses and community support  
- Leverage insights to improve products, services, and content

# Proposed Services

Our community management services include:  
  
- Community engagement strategy and content calendar  
- Daily moderation and member support  
- Campaigns, polls, and conversation starters  
- Social listening and sentiment tracking  
- Reporting and community health analytics  
- Platform-specific content and engagement (e.g., Discord, Facebook Groups, Slack, LinkedIn)

# Scope of Work

Scope includes:  
  
- Strategy development and onboarding  
- Setup and optimization of community platforms  
- Community moderation and response management  
- Weekly content prompts and engagement routines  
- Monthly analytics and performance reporting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Strategy & Setup | Define goals, platforms, and moderation approach | [Start Date] |
| Launch | Implement platform updates and initial engagement routines | [Date] |
| Ongoing Management | Daily moderation and weekly content posting | [Ongoing] |
| Monthly Review | Analytics reporting and refinement | [Monthly] |

# Pricing

Estimated cost breakdown for online community management services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Planning | Community structure and engagement roadmap | [Amount] |
| Daily Moderation | Monitor and manage member activity | [Amount/month] |
| Engagement & Content | Content calendar, prompts, and events | [Amount/month] |
| Analytics & Reporting | Track community growth and insights | [Amount/month] |
| Total Estimated Monthly Fee |  | [Total] |

# About Us

[Your Company Name] is a trusted community and social engagement agency with experience across industries and platforms.  
  
- Experience: [X] years in digital engagement and customer experience  
- Expertise: Community-building, content strategy, digital moderation  
- Mission: To help brands create vibrant and engaged communities that grow sustainably

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Management of a global tech forum with 20,000+ users  
- Outcome: 150% increase in engagement rate and 40% increase in community retention  
  
Testimonial:  
“[Your Company Name] brought energy, consistency, and structure to our online community. We saw immediate results.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, monthly or quarterly billing.  
Scope: Includes strategy, moderation, reporting, and support.  
Client Responsibilities: Grant platform access and provide brand voice guidelines.  
Adjustments: Scope changes may affect timeline and pricing; subject to mutual agreement.

# Acceptance

To approve this Online Community Management Proposal and begin services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_