



Social Media Maintenance Proposal for:

(Client Name) _____

Dear Business Owner,

Simply Me-media is pleased to provide an opportunity to benefit from ongoing social media maintenance. Now that your full management service has ended we can ensure you have a continued integrated marketing solution designed to improve net revenue results as well as client customer loyalty, growth, presence and engagement. This document outlines how **Simply Me-media** will deliver maintenance services across all your social media platforms.

Simply Me-media will provide strategy, development, maintenance and execution to bring all aspects of social media and traditional marketing efforts into alignment with unified goals and purpose, as follows:

- 1) General Analysis and Social Marketing Integration
- 2) Social Media Strategy and Execution
- 3) Daily Social Media maintenance Services

1) General Analysis and Social Marketing Integration

Proper integration of all aspects of marketing and messaging with clear objectives, target audience and flow are essential for optimal performance and ROI within social media marketing.

2) Social Media Strategy and Execution

Simply Me-media will consult and collaborate with you to develop a strategy and tactical delivery plans. We will direct the proper implementation of Social Media channels to further build the brands loyal customer base and community. Activities in this service include:

- 1) General Social Media Strategy and Social Integrated Marketing.
- 2) Development and execution of a social content strategy
- 3) General co-ordination of client news, events, community involvement postings within Social Media umbrella sites and the company/business website.
- 4) Social Media cross pollination and marketing integration plan and execution, ensuring all client channels are integrated and draw on one another toward social media.
- 5) Cross channel flow consulting from all media sites including website, Facebook, Twitter, Google My Business and Instagram.
- 6) Responding and engaging with fans and followers to build relationships.
- 7) Responding to potential clients request for further information by referring them to the website or to call your business directly. This ensures your business maintains high levels of customer service and satisfaction with correct information being delivered.
- 8) Managing passive growth through post likes, fans and followers and reviews

3) Social Media Maintenance

Following the strategy, and execution of the activities described in the strategy, it is important to continue to show an active presence in your marketplace. This is achieved with regular maintenance program comprising the following activities:

- 1) Social Media Account maintenance to all previously managed accounts.
- 2) Maintenance of company/business Fan page posting – **Simply Me-dia** will be posting up to 3 times weekly across your channels to ensure there is no loss in listings and SERP's due to inactivity.
- 3) Adding Business page to Facebook communities twice weekly to increase exposure.
- 4) Google Maps maintenance and optimisation
- 5) Continued Local SEO optimisation to all posts and Social Media Platforms

Pricing:

Our program delivers on all three areas outlined in this proposal. A small monthly fee is charged for these services and is:

Total: \$599 + GST Per Month

Terms:

This document is for a monthly maintenance agreement to execute the above outlined consulting and managed maintenance service areas.

Services are invoiced on a monthly basis with payments required to be via Direct Bank Transfer or PayPal/CC, starting with the date you accept this agreement and recurring on the same day each month thereafter, until such time as we are informed in writing that your ongoing maintenance service is no longer required.

In the event that you wish to terminate the service then 30 calendar days written notice to **Simply Me-dia** is required. This allows for the unwinding of planned posting and scheduling commitments to your Social Media accounts.

Client commitment:

You must agree to supply all access and login details to all your social media platforms. On completion of the service your business must change login information on all social media accounts for security reasons. **Simply Me-dia** will not be on client's premises daily. Consequently, in order to provide information within the organisation that is new, interesting, or relevant to be posted within the client's social demographic, the client is required to email **Simply Me-dia** with the following information as soon as possible.

- 1) Any photos or videos of specific client events, etc.
- 2) Any company specials, promotions or advertising material they wish to include on all social media platforms.
- 3) Latest Blog entries on website.
- 4) Any and all completed works they wish to be showcased on media platforms.

On completion of the service **Simply Me-dia** will not retain any of your organisations supplied information or material.

If you would like to continue to work collaboratively to create Significant, Shareable and Valuable content for your target audiences then simply sign below and return this agreement so that we can take the next steps.

Yes please, let's get started.

By Signing below this document becomes a formal agreement between

(Business name) _____ ACN/ABN _____

Client Representative: _____ **Title:** _____ **Date:** _____

and

Simply Me-dia Pty Ltd

ACN 618 843 566

Simply Me-dia Representative: *C. Oxendale* **Title:** _____ Director _____ **Date:** _____