



## Social Media Management Proposal For:

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**Simply Me-dia** is pleased to provide ..... with the following continued social media management plan. The intent of the management plan is to deliver a complete social media and integrated marketing solution designed to improve net revenue results as well as customer loyalty and engagement. **Simply Me-dia** will provide strategy, development, consulting and execution to bring all aspects of social media and traditional marketing efforts into alignment with unified goals and purpose.

**Simply Me-dia** will provide social media consulting and execution services in the following areas:

- 1) General Analysis and Social Marketing Integration Consulting
- 2) Social Media Strategy, Development and Execution
- 3) Daily Social Media Management Services
- 4) Training for clients upon termination of service

### **General Strategy and Social Marketing Integration Consulting**

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. Simply Me-dia will continue to ensure all social components are in place for unified and consistent messaging, resulting in the opportunity to connect and engage customers.

### **Social Media Strategy and Execution**

The proper and effective use of Social Media is to build community, conversation and relationships with your audience. There are significant opportunities for..... to achieve gains within this medium. Simply Me-dia will continue to optimize existing marketing and branding efforts and leverage the social components to attract additional prospects, customers and revenue.

Through consulting, strategy and executing in co-operation with ....., **Simply Me-dia** will direct the proper implementation of Social Media channels that will further build the brand, loyal customer base and community. Some of the activities that will be included in the program are:

- 1) General Social Media Strategy and Social Integrated Marketing consulting.
- 2) Formal Analysis of current marketing deployment, Social strategy development and integration.
- 3) Social Media Account management and daily posting for accounts including Facebook, Twitter and Google My Business and Instagram on weekdays. YouTube can also be integrated with additional content supplied by the business.
- 4) Development and execution of a social content strategy
- 5) Management of company/business Fan page posting – **Simply Me-dia will be posting once each weekday and up to 3 times** pending any additional content supplied by the Business.
- 6) Cross channel flow consulting from all media sites including Website, Facebook, Twitter, Google My Business and Instagram etc.
- 7) Adding Business page to Facebook communities twice weekly to increase exposure.
- 8) General compilation and coordination of client news, events, community involvement postings within Social Media umbrella sites.
- 9) Social Media cross pollination and marketing integration plan and execution, ensuring all client channels are integrated and draw on one another toward social media.

- 10) Responding and engaging with fans and followers to build relationships.
- 11) Responding to potential clients request for further information by referring them to the website, Leadpage (additional extra) or to call your business directly. This ensures your business maintains high levels of customer service and satisfaction with correct information being delivered.
- 12) Three Monthly service offers on Google My Business which will be showcased in Google Maps
- 13) A welcome offer in Google My Business for followers of this platform

**Pricing:**

**Includes:**

All program items listed within the agreement.

\$1,100 Per Month plus GST (Invoiced Monthly)

**Account Setup Fee:**

Initial account creation and setup, including cross platform integration.

\$495 plus GST

(One time setup fee, billed on first months invoice)

**Terms:**

This is a 6 month agreement that executes the above outlined consulting and managed service areas. Payments will be made via Direct Bank Transfer or PayPal/CC and billed by Invoice on a monthly basis. Payments are to be made within 7-days of receipt of invoice unless otherwise stated.

At the completion of this agreement ..... will be placed on a month-by-month service agreement and be billed on the monthly anniversary date until such time as ..... informs **Simply Me-dia** that the full account management service is no longer required.

30 days written notice to **Simply Me-dia** is required to terminate this month-by-month service agreement due to the posting and scheduling commitments to your Social Media accounts. The client agrees to supply all login details for the maintenance and management of all social media platforms and understands that on completion of service Simply Me-dia does not hold on to any of this information. It is advisable that on completion of service your business changes the login information on all social media accounts for the ongoing security of your business.

## **Client Involvement:**

**Simply Me-dia** cannot be on the clients' premises daily, or know information that is going on within the company that is new, interesting or relevant to post within the client's social graph. Therefore the client agrees to:

Email **Simply Me-dia** with the following information as soon as possible.

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

***Let's work together to create Significant, Shareable and Valuable content for your target audience.***