

Social Media Proposal

Prepared for:

Prepared by:

Date:

WHERE YOU ARE NOW

Their current numbers, their gaps, what two competitors are doing. Quote real figures from your audit...

GOALS

#	GOAL (MEASURABLE)	METRIC	TIMEFRAME
1			
2			
3			

SCOPE OF WORK

PLATFORM	POSTS / MONTH	FORMATS	NOTES

HOW WE'LL WORK TOGETHER

Content review	You review and approve upcoming posts from a live calendar link, no login needed
Revisions	
Community management	
Reporting	
Meetings	

NOT INCLUDED

Paid ads management, video production beyond X edits per month, same-day requests... priced as add-ons below.

Investment & next steps

INVESTMENT

Recommended

\$ /month

Includes:

Alternative

\$ /month

Includes:

ADD-ONS

ADD-ON	PRICE

GETTING STARTED

Kickoff call → account access via roles and invite links → first month planned → first content live on:

Client signature

Agency signature