[Organization Name]
[Address]
[Phone]
[Email]
[Web]

**SOCIAL MEDIA PROPOSAL**

[Project Name]

****

[Replace with your logo]

**Executive Summary**

This section is a synopsis of your entire proposal. The executive summary should not exceed one page.

**The summary should contain the following information:**

* Identify the problem or need for the proposed project
* Explain the anticipated result(s) of the proposed project
* Lay out the budget, time and resources required to complete the proposed project
* Include any additional information worth noting.

**Introduction
In this section, give a brief summary of your organization:**

**Company name**
Include a brief introduction of your company here. Explain your organization’s core function and describe the industry you serve.

**Number and type of clients**
Communicate the type of clients you have worked with in the past. Include both big brands and small clients to indicate you have worked with businesses of all sizes.

**Experience**
Showcase your organization’s experience in the industry.

**Vision**
If you have a vision statement, include it here to communicate the direction of your organization.

**Mission statement**
Similar to your vision statement. Include your mission statement to communicate what your organization is about.

**People**
Include a photo and a brief description of each employee involved in the proposed project. Detail their relevant experience (both at your organization and overall).

**Needs/Problems**

[**First Name Last Name**] | [Position]

[Experience]

[About me]

[**First Name Last Name**] | [Position]

[Experience]

[About me]

Identify the organization’s needs and/or problems. This information should have been surfaced during your initial meeting and indicated here.

* What are the organization’s needs and/or problems?
* How long has each one been a need and/or problem for the organization?
* Have there been any attempts to address the needs and/or problems?
* What is the potential impact to the business in revenue?

**Business Goals/Objectives**State the business goals or objectives. Each one should be a S.M.A.R.T. goal: specific, measurable, attainable, realistic, and timely.

* S.M.A.R.T. Business Goal No. 1
* S.M.A.R.T. Business Goal No. 2
* S.M.A.R.T. Business Goal No. 3

**Social Media Goals/Objectives**
State the social media goals or objectives that will roll up to your business goals or objectives. If the social media goals do not align with the business goals then they need to be reviewed.

* S.M.A.R.T. Social Media Goal No. 1
	+ e.g. Increase Twitter followers by 20 percent by the end of Q4.
* S.M.A.R.T. Social Media Goal No. 2
* S.M.A.R.T. Social Media Goal No. 3

**Scope of Work/Tactics**Provide details about the proposed procedures and social media activities that support the social media goals or objectives.

* Social Media Activities
	+ Social Media Campaigns
		- e.g. To execute four Twitter campaigns by end of Q4.
	+ Content Creation
	+ Social Media Monitoring
	+ Social Media Engagement
	+ Social Selling
	+ Lead Generation

**Timetable**

Provide a detailed outline, including the scope of work. Provide specifics and the proposed timeline.

|  |  |  |
| --- | --- | --- |
|  | **Twitter Campaigns** | **Deadline** |
| **Create creative Assets** | Create graphics to accompany Twitter campaign and copy | April 1st, 2016 |
| **Create Copy** | Copywriting for campaign | April 1st, 2016 |
| **Launch Campaign** | Deadline to launch campaign | April 10th, 2016 |
| **Monitor Campaign** | Monitor and report the success of the campaign | May 10th, 2016 |
| **Revise Campaign** | Revise campaign and test | Ongoing |

**Detailed Project Timetable:**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Execution** | **Responsibility** |
| 1. Twitter Campaigns | Month 1 | Month 2 | Month 3 |  |
| X |  |  | Community Manager |
| 2. Content Creation |  | X |  | Content Specialist |
| 3. Social Media Monitoring |  |  | X | Social Media Specialist |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Budget**

Set the desired budget required to complete the scope of work.

|  |  |  |
| --- | --- | --- |
|  | **Scope of Work** | **Start and End Dates** |
| **Phase One** |  |  |
| **Phase Two** |  |  |
| **Phase Three** |  |  |
|  | **Total**  | **$ 0.00** |

**Evaluation**Discuss how progress will be evaluated throughout and at the end of the project.

* Formulate clear indicators of success for each objective.
* Indicate how and when to conduct monitoring and evaluation activities to determine the project’s progress and outcome.
* State which methods will be used to monitor and evaluate the project.
* Identify who will carry out the project evaluation.

**Endorsements**Provide the names and addresses of individuals and companies who support and endorse the project.

**Next Steps**Here be specific what the next steps are for your organization and the potential client.

**Appendix**

A social media proposal should be kept as brief as possible while still conveying the necessary information. Make references in your proposal to supporting documents that you plan to include in the appendix.

**Things that can be included in the appendix are:**

* Company information
* Experience with previous clients
* Evidence or research
* Detailed budget and/or return on investment (ROI) calculations

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[**Client**], [Project Name]
[Date]

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[**Representative**], [Company Name]
[Date]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
[**Client**], [Project Name]
[Date]