

Social Media Campaign Proposal Form

Prepared By

Name: _____

Company Name: _____

Phone: _____

Email: _____

Prepared For

Client Name: _____

Company Name: _____

Email: _____

1. Campaign Overview

This proposal presents a structured social media campaign designed to increase brand reach, engagement, and conversions for [Client's Business Name].

Campaign Objective: _____

Expected Impact: _____

2. Campaign Structure

Campaign Type	Platform	Duration	Estimated Reach
Brand Awareness			
Product Launch			
Customer Engagement			
Seasonal Promotions			
User-Generated Content			

3. Content & Creative Development

- Graphic Design
- Video Marketing
- Paid Advertising
- Social Media Contests

4. Budget Allocation

Total Budget Estimate: \$ _____

Ad Spend: \$ _____

Influencer Partnerships: \$ _____

5. Expected Results & Measurement

Metrics for Evaluation:

- Engagement Rate
- Click-Through Rate (CTR)
- Lead Conversions
- ROI Analysis

6. Authorization & Execution

I, the undersigned, approve the above campaign strategy for execution.

Client Signature: _____

Date: _____