

Social Media Project Proposal Form

Prepared By

Name: _____

Company/Organization: _____

Email: _____

Phone: _____

Website: _____

Prepared For

Client Name: _____

Company Name: _____

Email: _____

Phone: _____

1. Executive Summary

This proposal outlines the strategy and objectives for the proposed social media project. The goal is to improve engagement, expand brand visibility, and drive conversions through targeted digital campaigns.

Project Overview: _____

Primary Goals: _____

Expected Outcomes: _____

2. Target Audience & Market Analysis

Audience Demographics: _____

Competitor Analysis: _____

Industry Trends & Insights: _____

3. Content Strategy & Implementation Plan

Platform	Content Type	Posting Frequency	Engagement Strategy
Facebook			
Instagram			
Twitter			
LinkedIn			
YouTube			
TikTok			
Other			

4. Timeline & Milestones

Project Start Date: _____

Phase 1: Planning & Research: _____

Phase 2: Content Creation & Scheduling: _____

Phase 3: Execution & Optimization: _____

5. Budget & Resource Allocation

Total Estimated Budget: \$ _____

Key Resources Required: _____

Approval & Signature

I approve the proposed Social Media Project Proposal as outlined above.

Client Signature: _____

Date: _____