**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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**