**Social Media Marketing Proposal Form**

**Prepared By  
Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Prepared For  
Client Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## **1. Introduction**

We are pleased to present this social media marketing proposal to support your business growth. This plan will leverage various digital platforms to increase brand awareness, lead generation, and customer engagement.

## **2. Marketing Goals & Objectives**

**☐ Improve audience engagement  
☐ Increase brand awareness  
☐ Generate qualified leads  
☐ Drive website traffic  
☐ Enhance social media conversions**

## **3. Proposed Marketing Strategies**

| **Strategy** | **Platform** | **Expected Results** | **Budget Allocation** |
| --- | --- | --- | --- |
| **Influencer Marketing** |  |  |  |
| **Paid Ads (PPC)** |  |  |  |
| **Organic Content** |  |  |  |
| **SEO Optimization** |  |  |  |
| **Social Media Engagement** |  |  |  |

## **4. Content Plan & Distribution**

**Content Creation Methods: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Post Scheduling Frequency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Key Performance Indicators (KPIs): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## **5. Budget & Investment**

**Total Budget Estimate: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Resource Allocation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## **6. Approval & Authorization**

**I, the undersigned, approve the above proposal for implementation.**

**Client Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**