

Social Media Strategy Proposal Form

Prepared By

Name: _____

Company Name: _____

Position: _____

Phone: _____

Email: _____

Prepared For

Client Name: _____

Company Name: _____

Business Website: _____

1. Overview of Strategy

This social media strategy proposal outlines a targeted approach to enhance the digital presence of [Client's Business Name] through various platforms.

Key Objectives: _____

Brand Voice & Messaging: _____

2. Audience Targeting & Engagement Plan

Target Audience Demographics:

Buyer Personas: _____

Engagement Tactics: _____

3. Content Development & Posting Schedule

Social media posts

Blog content

Video marketing

- Infographics
- Email campaigns

4. KPI Measurement & Performance Analysis

Metric	Measurement Method	Frequency of Reporting
Audience Growth		
Engagement Rate		
Conversion Rate		
Website Traffic		
Lead Generation		

5. Approval & Next Steps

- Approved for execution
- Requires modification

Client Signature: _____

Date: _____