



# **PROPOSAL FOR SOCIAL MEDIA MARKETING**





# DELIVERABLES

## SOCIAL MEDIA MARKETING

- Social Media Audit for the Brand
- Social Media Marketing Strategy and Plan of Action to meet the brand's monthly, long term and short term objectives.
- Social Media competitor research for the brand.

## CONTENT MARKETING

- Static Content
- Video Content



## **Things included to make the above deliverables:-**

- Making an Instagram Grid Planner at the beginning of every monthly cycle.
- Creative Copywriting for the marketing collaterals
- Creative Graphics Design for social media.
- Motion Text and Graphics Videos for social media.
- Video Editing of the footage/videos to make Reels.
- Curating, Ideating & Executing a shoot for the brand or we can work with the photo & video shoot material provided to us by the brand.



## **EXECUTION ON DIGITAL PLATFORMS:-**

- Publishing of Content Pieces every Alternate Day on Social Media Platforms - Instagram & Facebook including 5 Reels & 10 Statics/Carousels to make 1 full grid each month.
- SEO Keyword Research and Inclusion in Social Content.
- Making & implementing a working Hashtag & Keyword Strategy for the brand.
- Analyzing monthly Progress.
- Coordinating with influencers & other brands for Brand Collaborations as the point of contact for the brand.
- Speaking on DMs to the leads who get in touch & Handing them over to the point person in the company.
- Story Content for festivals and important days related to the Brand.