



Social Media

Managing & Marketing

Proposal

Prepared for:

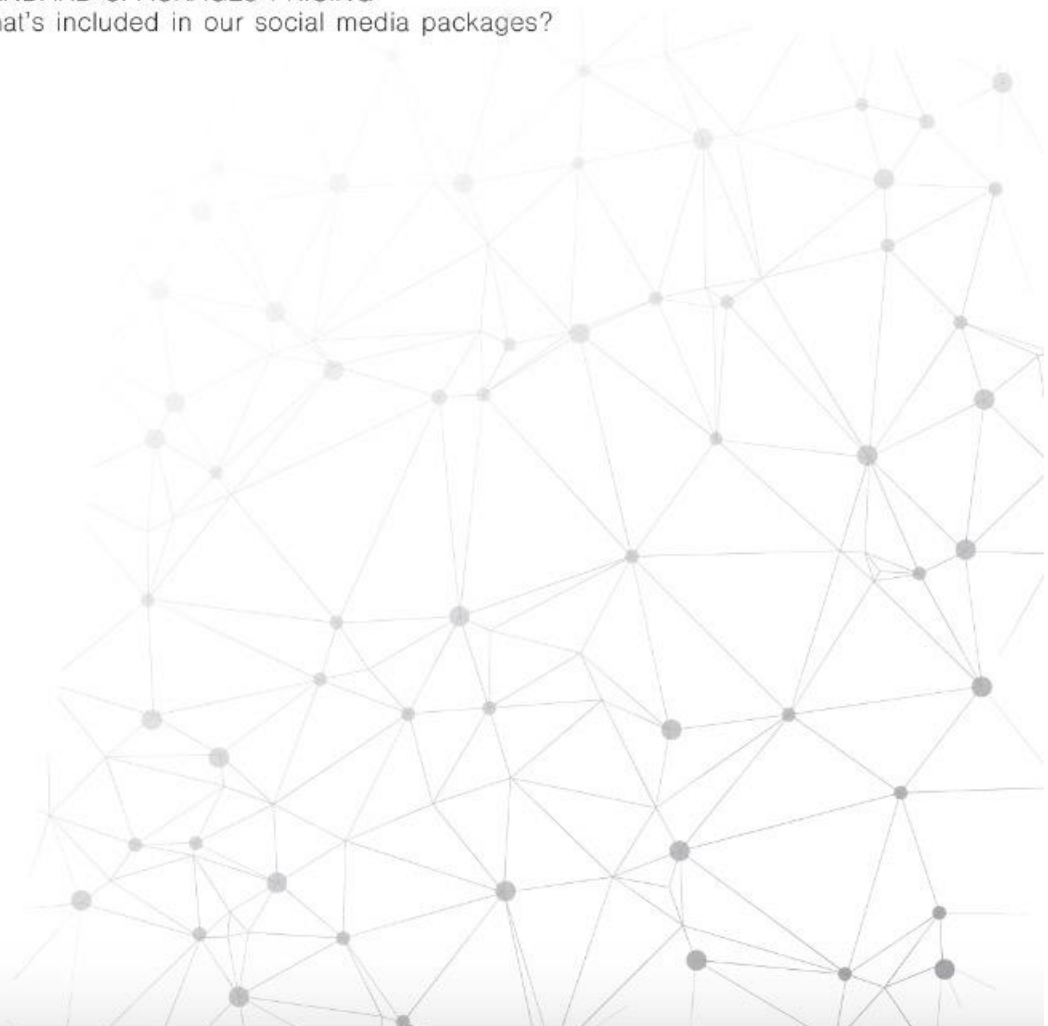
Cocomod

From:

Pixeleye.



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Cover Letter

Dear Cocomod

Pixeleye is pleased to submit a proposal for your social media management and marketing needs. My team and I would like to get an opportunity to connect with your institution to get a clear understanding of your social marketing expectations. we are confident in delivering effective results within your social media channels. We believe our proposal provides a complete social media marketing strategy which will culminate in highly successful results for your business. If you have any questions, please don't hesitate to get in touch. My contact information is below.
Thank you,

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Executive Summary



This proposal outlines a coordinated plan crafted with the intent of building your social media presence, primarily including:

Twitter, Facebook, Instagram, LinkedIn, YouTube, Flickr and google plus.



By engaging an audience through social media channels, our team will demonstrate the ability to generate awareness, widen your company's potential reach within your target market, and contribute to driving more website traffic, which will ultimately result in top line growth.

Of course, the most effective social media marketing happens over time when quality meets consistency.

The following list describes each primary area of on-going focus:

- Creating Engaging Social Content (Videos,Photos,Graphic animations and designs etc)
- Posting Company-Related Updates
- Promotions & Social Campaignes
- Integrate Social Media Activity into Other Marketing Plans
- Monitoring
- Analytics

Creating Engaging Social Content

Beginning with quick yet thorough planning/preparation, our team will plan out a dynamic on-going **social content calendar** to guide you to your goals. We will grow an increasing social audience and follower base through: audiovisuals, hash tag campaigns, strong use of keywords, sharing/retweeting relevant news, "liking" posts, staying updated within the industry, and contributing our own unique content to broaden reach.

Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news, press releases, events, employee spotlights, and more. We will also pay close attention to industry trends, and share it. This will help to gain exposure with your **target market**.

Integrate Social Media Activity into Other Marketing Plans

With clear communication and monthly brainstorm meetings, we'll be able to consolidate the marketing initiatives to fit your goals and promotional material. **Campaigns** via social media are more important than just sharing about giveaways, sales, contests, and/or promotions. We will agree on a schedule for a series of posts to keep up the exciting momentum for all prospective customers.

Promotions and Social Campaigns

We will utilize social channels to connect with your follower base, and engage them with promotions to get them excited about both current events, and the brand itself. These campaigns can last as short as a day, or can run up to six months. We'll be able to analyze the results from each campaign, and then we will provide a report of it's success. Results of campaigns can be compared so the most effective promotions, offers, or contests can be replicated.

Sustained Monitoring

It is important to regularly maintain marketing activity for maximum growth.

We will continually **monitor** each channel, and will respond to any questions, comments, and posts within a two hour time period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

Analytics

We will provide you with:

Daily and Weekly Analytics – Such as: follower growth, reach, demographics, comments, "likes", shares, retweets, etc.

Reporting –Summarizing various results and activities over each quarter.

We will set up a meeting to go over the results, to then tweak our approach accordingly.

Assessment

Since Cocomod is an business leader within its domain space, Pixeleye is excited to team up and tackle the challenge of improving their current social media standings.

As you know, successful social media marketing is the best way to get noticed.

In my research, I discovered that Cocomod

's current primary social media strengths include:

timely responding to comments, and creating clever content to engage with the current follower base.

The current weaknesses Pixeleye will work to improve are as follows: use of more consistent promotional campaigns, use of photo marketing/infographics, and using analytics to demonstrate effective social media marketing.

By analyzing the current successful marketing trends, such as:

use of key words, creating interesting infographics, and interacting with the audience in a fun and professional manner will be useful ways to get started.

Implementation

Here is what we guarantee on a daily/weekly/monthly basis:

Daily Responsibilities	Weekly Responsibilities	Monthly Responsibilities
- Respond to any/all engagements from follower base	- 7 Engaging Twitter posts per week	- 2 YouTube Videos per Month
	- 5-7 Instagram Uploads	- Marketing Reports
	- 5-7 Facebook Actions	- 4 status update on google plus
	- Social sharing Cocomod 's blog posts	- 1-2 albums flickr Uploads
	- Share at least two relevant articles within the business to demonstrate further credibility	

Goals and Outlook

Upon implementing the social media **marketing strategy** described above, we can use this information to compare results month to month/quarter to quarter/year to year, to understand the full scope of the marketing initiatives worth pursuing.



Team

Our team is based out of Kigali. We are a small group of passionate Artists and marketers, committed to the success of our clients. Pixelye is in the fun business of **creative, art and communication** through the various social **media channels** to drive web traffic, engage an audience, run social campaigns, and contribute unique content to follower base.

The best part is that our prices are very reasonable and excellent quality.



Billing and Scheduling

Pixeleye collects payments on a monthly billing cycle. Here is an outline of our pricing and services:

Plan	Price Monthly	Length of Time	Subtotal
Services: Daily/Weekly/Monthly Responsibilities	100\$	1 year	1,200\$
Monitoring & Engagements	00\$	1 year	00\$
Analytics & Reporting	00\$	1 year	00\$
Posting/Content Creation	200\$	1 year	2,400\$
Monthly Price	G.Total:300\$		Total:3,600\$

For one year you get
a discount of 20% : -720\$

G.Total: 2,880\$



Standard Packages Pricing

BASIC

\$199/mo

Our Basic package is ideal for start-ups and businesses that have a limited budget but want to take advantage of social media to promote their brand, product and services at affordable prices.



3 postings per week (per network)
Content Creation
Increase in followers
Business Page Optimization
Social Media Strategy (Overview)
Account Management
Monthly Progress report

PREMIUM

\$499/mo

Our Premium package is ideal for medium to large organizations that want to completely outsource their social media presence to experts and monitor their brand reputation.



7 postings per week
Reputation Management
Social Account Setup
Content Creation
Increase in followers
Business Page Optimization
Ad Campaign Management
Monthly Progress report

CUSTOM

Ask Quote

Our custom social media packages can be customized to your needs and requirements. Our social media experts will help you select which features to include in the package based on your budget.



Custom
Reputation Management
Content Creation
Increase in followers
Business Page Optimization
Ad Campaign Management
Monthly Progress report

What's included in our social media packages?

For all our social media packages we guarantee minimum monthly results,

our social media packages include the following:

High quality postings – We will create the postings based on content you have on your website and from related websites with the purpose of generating social media shares and interactions.

Content Creation – We will create contents within **Videography, Photography, infographics and Animations** based on your business objectives.

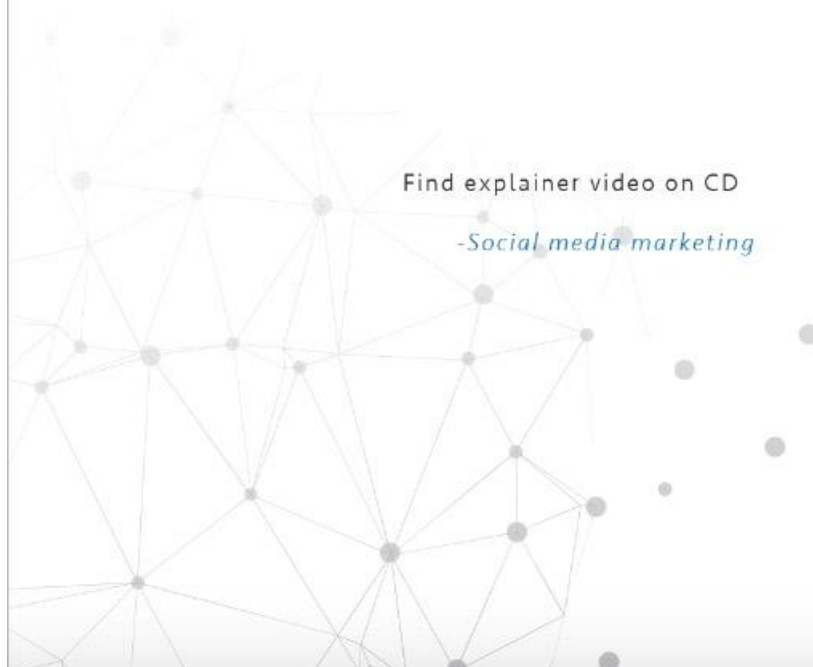
Finding new targeted followers – We will discuss about your business objectives and adjust our social media campaigns to be aligned with your goals. We don't just try to increase your followers but we aim in finding new followers that matter and add benefit to your business.

Business page optimization – Before starting our campaigns we will optimize your social media pages for maximum exposure and visibility.

Campaign management – We will manage your advertising campaigns on Facebook, Twitter, Instagram and LinkedIn making sure that you get the most from your advertising budget.

Monthly progress report – At the end of each month you will get a progress report with all the details concerning your campaigns.

Reputation Management (Optional) – We will monitor your social world and inform you about brand mentions that need your attention.



Terms and Agreement

Prior to a contractual agreement, elements of this proposal may be amended upon collaboration with the client, _____ of Cocomod
,
at the discretion of Pixeleye.

Service and Package choosed

Acceptance

Your signature below indicates acceptance of this **social media managing and marketing** proposal and entrance into a contractual agreement with Pixeleye beginning on the signature date below:

_____ of Cocomod

Signature_____

_____ of Pixeleye

Signature_____



Pixeleye.



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