

Proposal

PROJECT: Rapid Construction Social Media Management

Project Details:

This social media management solution focuses on Instagram and Facebook to enhance online engagement and brand visibility. The service includes consistent content creation tailored to the client's audience, strategic use of stories and highlights, and active audience engagement to foster community growth. By analyzing performance data and incorporating client inputs, we ensure an optimized, results-driven approach. This solution is designed to maintain a strong online presence, attract a wider audience, and deliver measurable growth across platforms

Social Media Management (Instagram / Facebook)

1. Content Creation

- Post Frequency:
 - Three posts will be created each week, tailored to the client's brand and target audience.
 - If the client fails to provide necessary content or video materials for reels, the post frequency will be reduced to two per week.
- Client Collaboration:
 - The client will provide the content to ensure alignment with specific needs, brand voice, and priorities.
 - If content is not provided within a predetermined timeframe, our team will produce posts based on comprehensive market research to maintain consistency and relevance.

2. Account Access & Management

- Access Requirements:
 - The client will need to grant administrative access to the social media accounts for seamless and effective management.
- Performance Optimization:
 - Audience engagement data and insights will be analyzed to refine strategies, improve performance, and ensure the content resonates with the target audience.

3. Stories & Highlights

- Stories:
 - Stories will be posted on alternate days to boost audience interaction and keep the profile active.
- Highlights:
 - Highlights will be curated and updated regularly to enhance the overall presentation of the client's profile.
- Content Creation:
 - Stories and highlights will be designed based on client inputs or current market trends, ensuring they align with the brand's goals.

4. Engagement & Updates

- Audience Engagement:
 - Active interaction with the audience, including responding to comments, messages, and fostering community growth, will be a priority.
- Client Updates:
 - Regular updates on post schedules, performance metrics, and engagement insights will be shared with the client to ensure transparency and alignment with goals.

Contract Timeline & Pricing

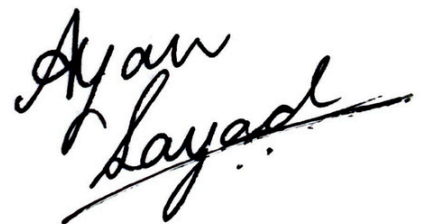
- Duration: 6 months
- Pricing: ₹15,000 per month

Payment Terms:

- An invoice will be sent via email or WhatsApp on the 1st of every month.
- The client is expected to clear the payment by the 5th of each month.

By incorporating the WhatsApp group, we ensure a smooth flow of updates and real-time communication for better collaboration and transparency.

Tabish
Client



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