

Proposal for Digital Marketing Services

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Introduction

Thank you for considering my services to support your business growth. With your focus on selling phones, feature phones, landlines, accessories, and watches, I propose a cost-effective digital marketing strategy tailored to small businesses in Kenya. This strategy will focus on maximizing your sales by leveraging Instagram and other key platforms.

Scope of Services

This package is designed to establish a strong presence on Instagram and expand to other platforms for better reach and visibility.

1. Social Media Platform Setup and Optimization

- Instagram: Bio enhancement and post layout improvements.
- Facebook: Set up or optimize a page to connect with a broader audience.
- WhatsApp Business: Create a professional profile for direct communication and offers.

2. Content Creation

- 16 posts per month (4 per week) across Instagram and Facebook.
- 4 engaging stories per month highlighting promotions, discounts and offers.

- 2 short and engaging unboxing and product videos per week.

3. Ad Campaign Management

- 2 targeted Instagram and Facebook ad campaigns to promote products or special offers.
- Audience research and ad setup to ensure visibility.

4. Performance Tracking & Reporting

- Monthly report on growth and ad performance across platforms.
- Insights to optimize future campaigns and strategies.

Additional Platforms (Optional)

For enhanced reach, we can integrate TikTok for trendy short videos or Google My Business to improve visibility for in-store or online searches. These can be added in future phases as the budget allows.

Objectives

1. Build brand awareness across multiple platforms.
2. Attract more inquiries and drive sales.
3. Establish a professional, engaging online presence.

Timeline

The initial phase will run for 30 days. All tasks will begin immediately upon approval and onboarding.

Investment

The total cost for this package is Kshs 10,000, which includes:

- Social media management on Instagram and Facebook.
- Ad campaign management.

Note: The ad spend is separate. We recommend a starting budget of Kshs 3,000 for Instagram and Facebook Ads.

Benefits of Working With Me

1. Multi-platform approach for better reach within the same budget.
2. Personalized, budget-friendly strategies for small businesses.
3. Commitment to achieving measurable results like increased inquiries and sales.

Next Steps

1. Review and approve the proposal.
2. Share any additional details about your target audience and products.
3. Begin the onboarding process and kick off the marketing plan.