

Social Media Marketing Proposal

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Executive Summary

One Planet Marketing is a dynamic agency dedicated to crafting compelling narratives and innovative strategies that resonate in today's global marketplace. Leveraging a forward-thinking approach, we specialize in creating impactful campaigns that not only elevate brand presence but also contribute to a sustainable and socially conscious future. With a team of experienced creatives and strategic thinkers, One Planet is committed to driving client success through cutting-edge marketing solutions, seamlessly blending creativity, technology, and purpose. Discover the power of purposeful marketing with One Planet – where vision meets impact

Problem Statement

- Sharpy's profile needs a makeover to grab the attention of the target audience.
- Sharpy's irregular posting schedule poses challenges for aligning with Instagram's algorithm, making it challenging to optimize engagement levels.
- While Sharpy's content offers value, there is room for improvement in the design to enhance its overall visual appeal and effectiveness.
- Sharpy's content is experiencing challenges in reaching the intended target audience effectively.
- Sharpy's content outreach is hindered by the suboptimal utilization of hashtags and keywords. Strategically refining their use can enhance the reach to a broader audience.

Proposed Solutions

- One Planet will be using eye-catching colors, high-quality images, and engaging posts. We will make sure the layout is user-friendly and update the content regularly to attract the target audience.
- One Planet will post regularly on a set schedule to match Instagram's algorithm. Consistency helps engage followers, so we will plan and schedule content in advance. We will monitor insights to find the best times to post for maximum impact.
- One Planet will improve Sharpy's content design for a more appealing look. We will use engaging visuals, maintain a consistent style, and ensure a clean layout. This will enhance the overall effectiveness of the content.
- One Planet will optimize Sharpy's content reach by using relevant hashtags and keywords strategically. We will tailor content to better resonate with the target audience's interests, ensuring a more effective connection.
- One Planet will boost Sharpy's content outreach by using hashtags and keywords strategically, tailor them to match the audience's interests, expanding reach to a broader audience effectively.

Pricing Package

Here is an outline of our pricing package and services:

BASIC PACKAGE

- Instagram, FB, X, LinkedIn
- Total Platform : 2
- Custom Profile/Page Design
- Total Post/week : 3-4
- Automated Engagement
- Keyword Based Content
- Hashtags Research & Use
- Business Page Setup
- Search Engine Optimization (SEO)
- Creative Design
- Content Writing
- Video Editing
- Content Scheduling/Posting
- Influencer Marketing
- Report Analysis : Monthly

14,999/MONTH

PREMIUM PACKAGE

- Instagram, FB, X, LinkedIn, YouTube
- Fully Optimized YouTube Management
- Total Platform :4
- Custom Profile/Page Design
- Total Post/week : 5-6
- Automated Engagement
- Keyword Based Content
- Hashtags Research & Use
- Business Page Setup
- Web-Dev & Design
- Landing Page & Funnel
- Search Engine Optimization (SEO)
- Creative Design
- E-Mail Marketing
- Video Editing
- Content Scheduling/Posting
- Influencer Marketing
- Paid Ads Campaign
- Fully Dedicated Account Manager
- Report Analysis : Bi-Weekly

29,999/MONTH

Pricing Package