

SOCIAL MEDIA MARKETING PROPOSAL



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Cover Letter

Dear Client

We are writing to express our interest in your Social Media Marketing project. We are a team of professionals who are always busy making businesses successful through Social Media Marketing. We are confident that we can take your online presence and brand visibility to an elevated level with our esteemed Social Media Marketing services.

Soft Enterprise specializes in creating customized Social Media strategies tailored to the unique needs of our clients. Social Media acts as a bridge, not only among friends and family but also between businesses and their target. As the social network grew from its emergence, so did the idea to use divergent platforms as a means of advertising and reaching out to different cohorts of target audiences. We leverage Social Media to market the products and services of our clients in their niche by micro-targeting audiences with our expertise.

We will work closely with you to understand your Social Media Marketing goals. Then we will craft comprehensive strategies by ensuring that they align with your project goals, your brand identity, and how they provide value to your target audience. We do your complete brand reputation management to make your brand image consistent across all your social media platforms. We will update you on our Social Media Marketing efforts with clear and detailed performance reports from advanced analytical tools indicating Key Performance Indicators.

We fulfill your project goals with open project communication, scheduled meetings, and reporting sessions. We are committed to upholding the highest level of professionalism in our services. We value our project partnerships to maintain the exclusivity of your project.

Thank you for considering Soft Enterprise for your Social Media Marketing needs. We are excited at the prospect of working with you and creating a cohesive social media brand presence for your business to help you succeed in the era of Social Media Marketing.

Sincerely,

Sarah Aley

Project Manager
Soft Enterprise

About Us

Soft Enterprise is an esteemed Web Development, Mobile Apps, Custom Software Development and Digital Marketing company. We provide exceptional Social Media Marketing Services to clients belonging to various industries, from interior design to tech companies. Whatever category your product or service falls into, we have amazing Social Media Marketing strategies for you. With our extensive experience in Social Media Marketing and expertise in a wide range of technologies, we have successfully delivered numerous projects for clients across various industries.



Our Mission



Enhancing and ensuring the online success and presence of businesses.

Our Vision



Become a world leader helping to establish online businesses.

Our Goals



Helping every business to grow in unique ways to shine over the globe.



Project Objective

Our specialized expertise in Social Media Marketing will enhance your brand's social media presence. We aim to bring you business by targeting your sophisticated audience interested in the residential apartments of Vista Cornard Tower. We will involve multiples social media platforms, like Facebook, Instagram, LinkedIn, Twitter, Pinterest etc, for marketing your mall and residential apartments. We believe that powerful content creation is the backbone of marketing success, so we will create engaging content that showcases the luxury mall, amenities, and lifestyle offered by you.



Marketing Activities

Our social media marketing services encompass the detailed project lifecycle broken down into smaller steps. We optimize the online social media brand presence of your business. We have listed below the detailed features of each SMM activity. They combine to craft a strong social reputation for your business. Get in touch with us to elevate your social presence!

Profile Creation & Optimization

We create and optimize your social media profiles and align them with your unique business goals.

Posting

We schedule and publish your content consistently across all social media platforms.

Monthly Report

Our comprehensive report for SMM helps to see your brand's progress and success in visuals.

Monthly Calendar/Plan

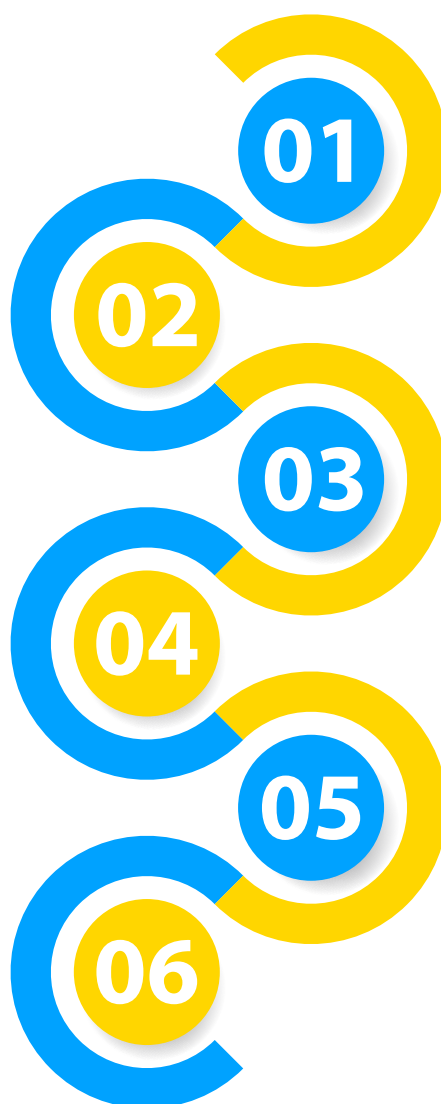
We craft a monthly calendar plan as the strategic blueprint for managing your whole social media.

Content Creation (Design Team)

Designers and Social Media Team collaboratively work to create compelling social media content.

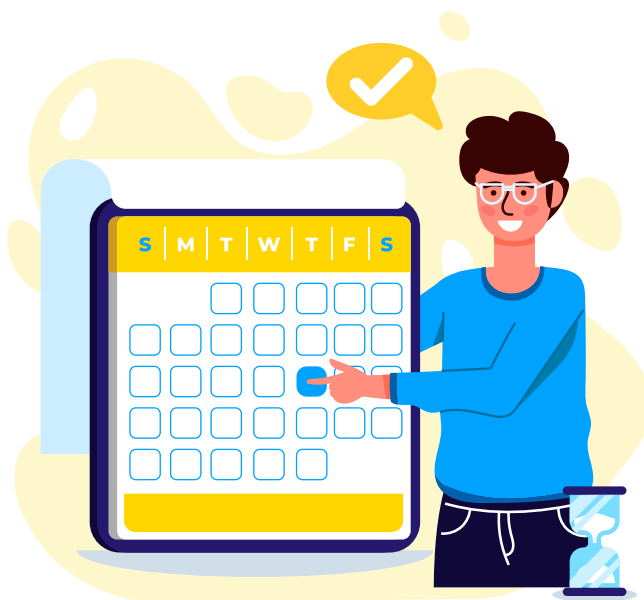
Marketing

We monitor and optimize marketing efforts to maximize your business ROI to achieve success.



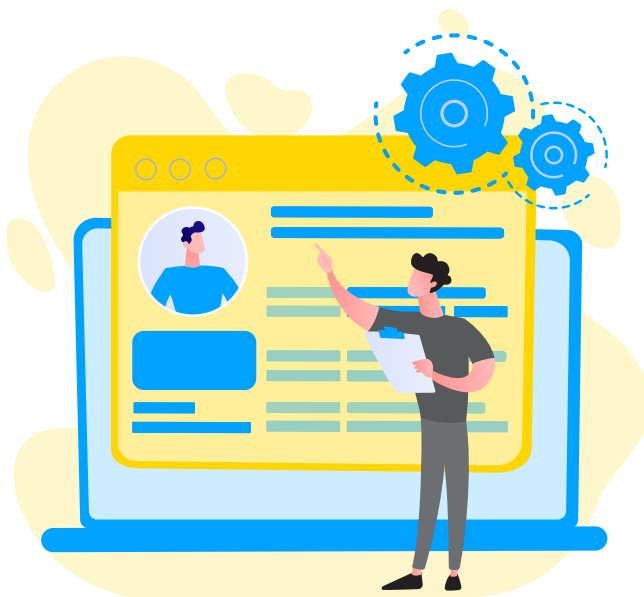
Monthly Calendar/Plan

We will develop a monthly calendar plan for managing your business's social media activities. This will be the roadmap for managing your posting details, types of posts, date and time of posts which all align with your business goals. We align the content calendar with the unique needs of your target audience. We will create your overall content theme to facilitate an organized social media presence with consistent and cohesive marketing efforts across platforms.



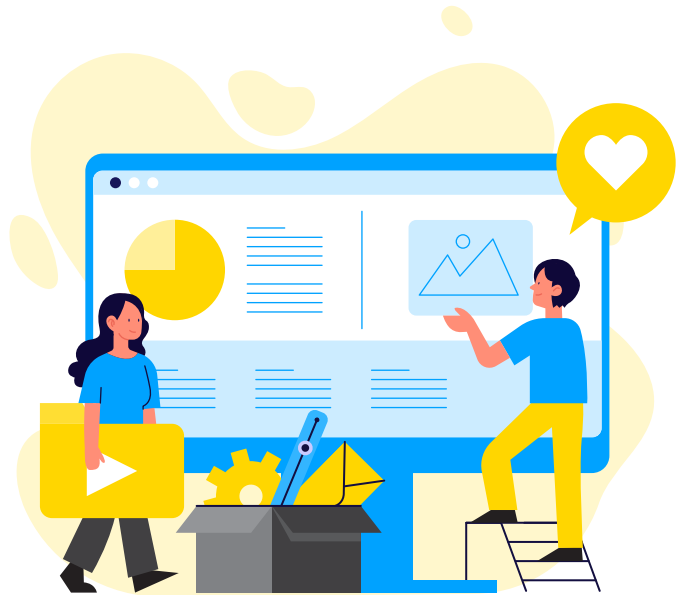
Profile Creation & Optimization

We create your social media profiles for the major social media platforms like Facebook, Instagram, LinkedIn, Twitter, Pinterest, and any other platform if you want it. We will then optimize your whole profile to align with your unique business goals to create a strong brand identity online. We complete the optimization process with a concise bio having relevant keywords, branded images, and compelling content to improve your business visibility on social media.



Content Creation (Design Team)

Content creation acts as the main foundation of building your strong social media presence. We will create engaging, compelling, and unique content for your social media profile to resonate with the individual platform's guidelines. Our content is a mix of images, graphics, infographics, and videos to create a variety of shareable content. Both graphic designers and marketers work together to ensure all content creation aligns with your brand messaging.



Posting

We ensure the timely posting on your social media. It is always coordinated with the previously curated monthly calendar. We ensure strategic posting of the content so that it reaches your mass audience when they are mostly active on social platforms. We achieve this by analyzing the demographics, and peak active times of your target audience and scheduling according to it. We maintain your social media presence to build connections and spark conversations.



Marketing

Our overall social media marketing efforts encompass a wide range of promotional activities to amplify your brand presence. We can promote your content according to the needs and scope of your business. It may include but not be limited to paid advertising, partnerships with influencers or other businesses popular on social media, and strategic collaborations. We not only promote but continuously monitor and optimize your social presence.



Monthly Report

Finally, we keep your business thought leaders informed about our social media marketing efforts with detailed monthly reports. They are platform-dependent and analyze the user interaction with your brand on individual social media platforms. We deliver solid results. We discuss the successes and improvement areas in the social media marketing efforts. Our monthly reports also predict future trends which will be beneficial for your business.



Our Valued Clients

We have received true recognition from our clients for delivering the projects through our exceptional Social Media Marketing services. Our client base spans a wide range of industries. Whatever industry you are coming from, we understand your unique needs with our commitment to excellence and innovation. Join our growing list of satisfied clients to drive your business forward.

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Ma Ka Ching | Chief Executive Officer

Working with Soft Enterprise has been a game-changer for our business. Their expertise and dedication to Social Media Marketing services have helped us achieve remarkable campaign results. We look forward to excelling in our projects!



Social Media Advertisement Packages




Unlock your brand's potential on social media with our professional advertisement design packages. Leave your competition in the dust with our cutting-edge solutions.

Basic PKR 9,999	Standard PKR 19,999	Premium PKR 29,999
Upto 1 Social Network	Upto 2 Social Networks	Upto 3 Social Networks
1 Ad Campaign	2 Ads Campaign	3 Ads Campaign
2 Unique Ads	3 Unique Ads	4 Unique Ads
Ads Management	Ads Management	Ads Management
	Ads Community Management	Ads Community Management
		Social Media Assessment
		Competitors Research
		Business Profile Creation
 within 2 working days	 within 2 working days	 within 3 working days

*Advertisement budget will be on Client side

Social Media Post Design Packages

Stand out from the crowd with eye-catching social media post designs. Our team of professional designers will transform your social media feed into a visual delight.

Basic PKR 7,999	Standard PKR 12,999	Premium PKR 19,999
10 Posts Design	20 Posts Design	30 Posts Design
High Quality Social Media Posts	High Quality Social Media Posts	High Quality Social Media Posts
Facebook + instagram + Linkedin	Facebook + Instagram + Linkedin + Pinterest	Facebook + Instagram + Linkedin + Pinterest + Twitter
1 Revision	3 Revision	Unlimited Revisions
	1Dp + Cover Photo	1Dp + Cover Photo
		Post Analysis
 within 3 working days	 within 5 working days	 within 7 working days

Social Media Marketing Packages

Supercharge your social media strategy and online presence: Elevate your brand with our premium packages and amplify your reach with our strategic marketing today.

Basic PKR 14,999 Per Month	Standard PKR 29,999 Per Month	Premium PKR 59,999 Per Month
2 Social Networks <small>(Facebook + Instagram)</small> Social Media Audit Social Media Marketing Plan 3 Weekly Content Posting Content Creation Monthly Reporting Monthly Consultation 1 Ad Campaign Management Branded Design Hashtag Optimization	3 Social Networks <small>(Facebook + Instagram + LinkedIn)</small> Social Media Audit Social Media Marketing Plan 5 Weekly Content Posting Content Creation Semi Monthly Reporting Semi Monthly Consultation 3 Ads Campaign Management Branded Design Hashtag Optimization Content Calender Account Creation/Optimization	5 Social Networks <small>(Facebook + Instagram + LinkedIn + Pinterest + Twitter)</small> Social Media Audit Social Media Marketing Plan 7 Weekly Content Posting Content Creation Weekly Reporting Weekly Consultation 6 Ads Campaign Management Branded Design Hashtag Optimization Content Calender Account Creation/Optimization Influencer Marketing Services Community Management Video Post Page Management Google Business Management



SOFT ENTERPRISE
Optimize your online presence

Estimate

Total Estimate: PKR 340,000/-

Estimate to:

**VISTA Conard
Tower-1**

The Estimate has been generated for the following services provided on terms agreed beforehand.

NO.	SERVICES DESCRIPTION	PACKAGE	SUB TOTAL (PKR)
1	Service description	Basic	192300
2	Service description	Premium	192300
3	Service description	Premium	192300
4	Service description	Premium	192300
5	Service description	Premium	192300
6	Service description	Premium	192300

SUBTOTAL 192300

DISCOUNT -54230

TOTAL 982211

TERMS & CONDITIONS

1. This is an estimate only, and will be provided an invoice after acceptance of this estimate.
2. Estimate can be revise if change in work requirements
3. Estimate is valid for 7 days only.
4. After delivering the website , 6 months of maintenance will be there with Premium Plan.
5. 50% Payment will be in advance



Terms & Conditions

Social Media Marketing services encompass the right promotion of the right content at the right time. At Soft Enterprise, we are confident that we are your best partners for your Social Media Marketing venture to showcase a strong social presence for your brand. Make your business's social media presence consistent and engaging by partnering with Soft Enterprise.

01 Payment Terms

To commence the project, all fees and charges must be paid in full as per the payment schedule provided in the proposal. For any delay of more than 3 days, we reserve the right to suspend the Social Media Marketing project until the overdue payment is cleared before resuming. Payment receipts will be sent upon payment.

02 Additional Charges

Any additional work or services requested by the client that are outside the scope of the original project agreement may incur additional charges. These additional charges will be communicated to the client and must be agreed upon in written. Any additional charges will be invoiced separately from the original project estimate.

03 Intellectual Property

Upon completion of the project and receipt of payment in full, all intellectual property rights for the project will be transferred to you. Until then, all materials, including design concepts, drafts, and prototypes, are the property of Soft Enterprise. If it goes to default, Soft Enterprise can utilize it for any other projects, or any other clients.

04 Liabilities

Soft Enterprise will provide a warranty for their services and work but will not be held responsible for any damages resulting from their to the social media account's usage. After the project handover, the client will be solely responsible for changing their all user credentials and managing the user's access to their social media account dashboard.

05 Confidentiality

At our company, we take confidentiality very seriously, and we recognize that the protection of confidential information is critical to our clients' success. We value your privacy and your rights. We will not disclose any confidential information to a third party provided by you during the project without your express written consent.

06 Project Timelines

In the proposal, we will include an estimated project timeline, and we will do our best to complete the project within that time frame. Although unexpected events can cause delays, such as changes in project scope, payment delays, and external factors, we will inform you promptly about any modifications to the schedule.

Contact Us



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