

1/9/25

Kauai Paid Version

Dear Laura & Micah,

I. The Problem or Need

Laura and Micah are seeking social media management and marketing services to enhance the visibility of the rental properties and brand. The primary goals are to improve engagement across social platforms like Instagram, develop a structured content plan, and increase online exposure for the business accounts. There is also an aim to expand reach to target markets in Kauai.

II. Goals and Objectives

The SCU team (Elaine Zhang Sarah Hippenmeyer Fiona O'Donnell) will create and publish Instagram posts, stories, and reels to promote the Kauai Airbnb property. We will begin with the Kauai Instagram and proceed with Santa Cruz upon agreement with Laura and Micah.

Focus on specific target audiences to increase Instagram engagement. Use blog posts, Instagram stories, and giveaways to drive more interaction and brand awareness. Set follower and engagement goals as a success metric for the initial 4-6 month social media pilot program.

III. The Plan

Elaine Zhang will take on the project manager role, ensuring the team adheres to the projected timeline stated below. She will ensure a consistent meeting schedule to ensure this project finishes on time and does not significantly fall behind schedule. She will also serve as the primary point of contact with Micah.

Sarah Hippenmeyer and Fiona O'Donnell will work on social media research and content development with guidance provided by Elaine, Laura, and Micah.

James McKinney will be our new trainee shadowing the meetings.

1. Content Creation:

- The team will create and post curated content
 - i. 2 posts a week for the Kauai Instagram account, which includes a reel (video post) and a regular post (photos)
- Each post will include local features, such as "Live Like a Local Fridays" and highlights of property amenities, or one of the other aforementioned content pillars

- Accompanying Story posts will be included for each post (3-4 Stories)
- 2. Analytics and Strategy:**

- Utilize social media and Later analytics to measure success.
 - i. For each meeting, SCU will present the analytics for the previous week's post performance for reflection
- Track data to determine optimal posting times (e.g., when the audience is most active online)
- Any necessary SEO improvement (e.g. revising the bio so it shows up more often) or research into the analytics / finding suitable accounts to connect with, etc. will be included as part of the strategy
- Before content posting, we will interact (like, comment, save) with other accounts and their postings, to increase engagement and boost the account's content further to the audience
- Begin tailoring content once relevant demographic trends show consistency & adjust marketing strategies based on these insights

IV. Timeline

To ensure timely communication and feedback on previous posts, we will be meeting based on the following schedule:

- For **the first month** we will meet bi-weekly on Monday from 1:00-1:30 (tentative).
- For **the second month** we will begin with one meeting and plan bi-weekly meeting with Micah to discuss potential post content, but could be modified upon discussion

The meeting objective would be to discuss the statistics, next week's post content, and research. SCU will send bi-weekly reports of post statistics and analysis for the posts from the previous two weeks and the posting plan for the next two weeks.

The business proposal will be signed by November 18th. This business proposal is only valid for 2 months, to January 18th.

Note that for winter break we likely will need to schedule a different meeting time which will be determined by the end of the quarter (before December 13th)

V. Cost & Payment Terms

Cost: \$30 / hour

Projected monthly hours on this project breakdown:

$$\begin{aligned}
 & 3 \text{ members} * (1.5 \text{ hr individual work} * 4 \text{ week}) \\
 + & \underline{3 \text{ members} * 1 \text{ hour total client meeting time}} \\
 = & 21 \text{ total hours/month}
 \end{aligned}$$

Hour breakdown:

- 1-hour team meetings
- Two 30 min client meetings
- 1.5 hours of individual work (this will vary across months, and the total invoice amount will be adjusted accordingly)
- The hours will be used to create Instagram posts, stories, and reels and for any necessary data analysis/additional research or segmentation to improve post-performance.

Subscription Model:

Weeks 1-4	Hours	Cost	Sent	Due
Every 4 weeks	21	\$630	At the end of 4 weeks	In 10 days from the invoice send date

Estimated Monthly Total = \$630 + potential overtime (\$30/hr)

Month 2

Weeks 4-8	Hours	Cost	Sent	Due
Every 4 weeks	21	\$630	At the end of 4 weeks	In 10 days from the invoice send date

- The SCU Team will send out invoices 10 days before payment is due.
- If the SCU Team exceeds the invoice's designated hours, we will include those additional hours in our invoice.

SCU will provide a 10% discount on the hours if the total amount exceeds \$800, and a 15% discount if the total amount exceeds \$1000 in a month. The discount is available for the first two months and we will move back to the regular pay model upon expiration.

- If there is a handoff meeting, the client will be billed separately the monthly invoices.
- SCU will track hours via Toggle, which Laura & Micah can request to view.

Additional Charges

- If any invoices are not paid by the stated due date without prior notice to the SCU Team (at least one week before the due date), there will be an additional charge of \$50 per week (starting from the due date). This charge will be applied to the same invoice.

- If a week is skipped due to missing content or lack of prior notice, the hours for that week will be removed from the invoice. However, a \$50 fee will be applied. To avoid this fee, the SCU Team must be notified by the latest during the weekly meeting before the week in question.
- The SCU Team will track the number of meetings missed or rescheduled within 24 hours of the scheduled time. After three such occurrences, termination of the service will be considered.
- If a client is late to a meeting, the time that SCU Team members spend waiting will be included in the billed time.

VI. Resource Needs

This project needs a Mac Computer, Google Content Drive, the internet, fonts, colors, descriptions, preferred images, Later Instagram analytics, and consistent meeting times. Laura and Micah will provide access to Instagram and website research and marketing materials for accurate content creation via shared drive or email.

Any additional needs, if needed, will be communicated to Laura and Micah via email before the meetings. The use of frequent communication is recommended due to the timeline and scope of the project. Other additional software or platform recommendations will be communicated to the client.

VII. Partnership Expectations:

Project Guidelines

Each project cycle will be a month long. Any extensions or adjustments will need to be approved by Elaine Zhang and the client or representative of the client.

SCU, Laura, and Micah agree to adhere to respectful communication and the timeline finalized in the Business Proposal. Content will be shared through Google Drive and email.

SCU, Laura, and Micah will keep a clear line of communication and answer emails or texts within 1-2 business days during hours within business days. If a deadline has to be missed by either party, the other person will be notified via email immediately, and a meeting will be scheduled to edit the timeline.

Laura, Micah, Elaine Zhang and the SCU SCU Team agree to adhere to respectful communication and the timeline finalized in the Business Proposal. Content will be shared through email. Here is a link to our shared Google Drive: [SCU | Shared: Laura & Micah](#).

Any changes to the proposal or timeline will be agreed upon and included in the proposal or an edited revision.

We look forward to hearing your thoughts on our proposal. If you have any questions, please contact Elaine Zhang at ezhang2@scu.edu and Angelina Doan at aqdoan@scu.edu.

Please sign below:

Client representative (1) -----

Client representative (2) -----

Best Regards,
Elaine Zhang , Angelina Doan & the SCU Team