

SOCIAL

MEDIA

MARKETING

PROPOSAL

**Digital**

**Marketing**

Euonus

IT

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Dear Sir,

Thank you for considering **Euonus IT Private Limited** for your **Digital Marketing** needs.

We are glad we had the opportunity to connect so that we could get a clear understanding of your social marketing expectations.

I am pleased to introduce myself and my company. We are excited to get to work of your company, and we want to make sure that you’re satisfied with our proposal and have a full understanding of what to expect in this lengthy process. Branding your company is exciting, and our expert team is fully capable of giving you something unique that will help grow your business.

We believe our proposal provides a complete social media marketing strategy which will culminate in highly successful results for your business.

If you have any questions, please don't hesitate to get in touch. Our contact information is below.

**Sincerely,**

**Arun Sharma( Euonus IT) +91 99830 58765 euonusit@gmail.com**

**Executive Summary**

# Creating Engaging Social Content

Beginning with quick yet thorough planning/preparation, will plan out a dynamic on- going social content calendar to guide you to your goals.

We will grow an increasing social audience and follower base through: hash tag campaigns, strong use of keywords, sharing relevant content, "liking" posts, staying updated within the industry, and contributing our own unique content to broaden reach.

Telegram provides many opportunities to promote your brand, service or business. Key features of telegram are up- to date information, individual assistance, team communication and coordination, and also bring additional traffic on your website. And it is the best channel for sharing news about the product: updates, reputable awards.

# Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news, products, services, and more.

We will also pay close attention to industry trends, and share it. This will help to gain exposure with your target market.

# Integrate Social Media Activity into Other Marketing Plans

With clear communication and monthly meetings, we'll be able to consolidate the marketing initiatives to fit your goals and promotional material.

Campaigns via social media are more important than just sharing about giveaways, sales, contests, and/or promotions. We will agree on a schedule for a series of posts to keep up the exciting momentum for all prospective customers.

# Promotions and Social Campaigns

We will utilize social channels to connect with your follower base, and engage them with promotions to get them excited about both your products, and the brand itself.

These campaigns can last as short as a day, or can run up to six months. We'll be able to analyze the results from each campaign, and then we will provide a report of it's success.

Results of campaigns can be compared so the most effective promotions, offers, or contests can be replicated.

# Sustained Monitoring

It is important to regularly maintain marketing activity for maximum growth.

We will continually monitor each channel, and will respond to any questions, comments, and posts within a two-hour time period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

# Analytics

We will provide you with:

Weekly and Monthly Analytics- Such as: follower growth, reach, demographics, comments, "likes", shares, retweets, etc.

Reporting- Summarizing various results and activities over each quarter.

We will set up a meeting to go over the results, to then tweak our approach accordingly

**Package for Social Media Platforms (FB, Insta )**

| Platform | Deliverables | Charges |
| --- | --- | --- |
| **FACEBOOK** | * 2post(weekly). * 2 short video(weekly). * Account Setup. * Page Makeover. * Cover Photo: 1. * Customer Support. * Posts Content Calendar. * Festive Banners. * Informative Posts. * Regular Updates on Company Behalf. * Organic SMO On Facebook. * Visual Content Marketing. * Engage Audience & Build Trust. * Community Building. * Automatic reply of any enquiry. * 900 likes/Month (Facebook). * Weekly & Monthly Reporting. * Hashtags. * Analytics Report. * Competitor Analysis. * Monitoring On Market Requirements. * Post Type - Basic To Creative. |  |

| **INSTAGRAM** | * 1 posts(weekly). * 2 reels(weekly). * Social Media Account Setup. * Posts Content Calendar. * DM Marketing. * Informative Posts. * Festive Banners. * Regular Updates on Company Behalf. * Customer Support. * Organic SMO Of Instagram. * Engage Audience & Build Trust. |  |
| --- | --- | --- |

|  | * Highlights and Stories. * 2000 followers/Month (Instagram). * Weekly & Monthly Reporting. * Hashtags. * Visual Content Marketing. * Analytics Report. * Competitor Analysis. * Monitoring On Market Requirements. * Post Type - Basic to Creative. |  |
| --- | --- | --- |

# Pricing (Monthly)

| **NAME** | **DURATION** | **PRICE** |
| --- | --- | --- |
| Social Media  Marketing(Fb,Insta  ,youtube) | 1 Month | 8500 inr |

# Facebook Ads and Adwords

| Plan | Deliverables | Charges |
| --- | --- | --- |
| Facebook  Ads | * Post Reach Ads * Page Like Ads * Video Ads * Awareness Ads | 20% of the total budget |
| Adwords | * Google Search Ads * YouTube Ads * Gmail Ads * Banner Ads | 20% of the total budget |
| YouTube  Marketing | * Youtube Ad Account Set Up * Skippable In Stream Ads * Non Skippable In Stream Ads * Bumper Ads * Discovery Ads * Youtube Video Sequence Ads * A/B Testing Of Targeting * Remarketing Video Ads * Video Ads With Promotion Of Your |  |
| Products   * Detailed Audience Creation * Ad Copy Creation |
|  | \* Fixed Service Charge for spend budget upto 1Lakh. |  |

## Terms and Agreement

Prior to a contractual agreement, elements of this proposal may be amended upon collaboration with the client at the discretion of Arun Sharma & Dinesh Verma.

Note: We respect you and your work but we like to keep few terms & conditions

* In our working tenure no other agency will be allowed to interfere
* If you are not comfortable and satisfy with our work we can discuss once and come to any conclusion.

## PaymentTerms

* The payment can be made through Wallets, Cheque &NEFT only..
* Payments made through wallets will exclude transaction charge and will be paid by client only..
* **The partial payment should be made in advance (50%) before commencement of work.**.
* The advance payment can be made by setting up milestones..
* In case of whatsapp bulk SMS the numbers will be provided by the client’s end..
* The deliverables in the proposal can be customized according to the client requirements..
* All estimates/prices are based on our understanding of your requirements and as per given time – period. Any changes to the functionality including micro – improvements, may incur additional costs accordingly. Please ensure and clarify our understanding in a face to face meeting..
* All rights are reserved with Euonus IT in case of any conflicts if occur..
* There are limited hours allocated to each tasks including project management. All the issues will be handled during working hours besides that if there occurs any issues in that case only it will be monitored only..
* We have served the right to decline further work on a project if there are dues in the payment by the client and we also reserve the rights to remove the work of client from internet platforms on line or offline if payments are not received..
* During the project, we will require the client to provide content, text, images, videos and sound files if required..
* We intend to deliver services in the work hours only. Beyond works hours we may not be able to respond..

**Thanks & Regards**

ARUN SHARMA

(EUONUS IT)