

Proposal for Social Media Content Creation

Presented by **Cornelius Shava**

Objective:

To leverage my expertise in video editing and storytelling to create compelling, high-quality social media content that aligns with your brand's vision, engages your target audience, and drives measurable results.

Why Choose Me?

1. Proven Expertise:

As an experienced editor with 3 years in the industry, I specialize in creating visually appealing and engaging content tailored for platforms like Instagram, TikTok, Facebook, YouTube and LinkedIn. My portfolio includes.

- Creating shorts for Kulture shift youtube channel and Instagram account
 - [\[https://www.youtube.com/@KULTURE_SHiFT/shorts\]](https://www.youtube.com/@KULTURE_SHiFT/shorts)
 - [\[https://www.instagram.com/_kulture_shift/\]](https://www.instagram.com/_kulture_shift/)
- Editing videos for Danceplus' youtube channel
 - [\[https://www.youtube.com/@danceplus72\]](https://www.youtube.com/@danceplus72)

2. Audience-Centric Content:

I understand the importance of aligning content with audience preferences and platform trends. Whether it's short-form, eye-catching videos for TikTok or professional, polished visuals for LinkedIn, I craft content that resonates and converts.

3. Brand Storytelling:

I bring a cohesive narrative to your social media presence by combining appealing visuals, impactful captions and platform-specific strategies, ensuring your brand's message is consistent and memorable.

Services Offered

1. Content Strategy and Planning:

- Developing a customized content calendar based on your goals and audience insights.
- Identifying trends, hashtags, and opportunities to maximize reach and engagement.

2. Video Editing and Motion Graphics:

- Producing high-quality, engaging video content like reels, shorts and ads.
- Adding animations, transitions, and effects that align with your brand's identity.

3. Graphic Design:

- Designing branded graphics, infographics, and templates for posts and stories.
- Ensuring consistency in visual style across all platforms.

4. Copywriting and Captioning:

- Crafting captions and headlines optimized for audience engagement and SEO.
- Integrating call-to-actions to drive user interaction.

5. Analytics and Optimization:

- Tracking and analyzing content performance using platform insights.
- Adjusting strategies to maximize engagement, reach, and ROI.

Proposed Workflow

1. Initial Consultation:

- Discuss your brand's goals, target audience, and content style preferences.
- We discuss what you require and what are the constraints and targets I have to keep in mind.

2. Content Planning:

- Present a content strategy and calendar for approval.
- Develop a sample edit for alignment with your vision.

3. Content Creation:

- Deliver a batch of content on a regular basis (weekly).
- Revise and finalize based on your feedback.

4. Performance Review:

- Review edited videos and suggest improvements and/or changes.

Proposed Timeline and Deliverables

- **Week 1:** Initial consultation and content strategy development.
- **Week 2:** First batch of deliverables (e.g., 5-7 social media posts).
- **Ongoing:** Regular content creation, posting, and performance analysis.

Investment

The cost for this project depends on the scope of work and frequency of deliverables. Below is an estimated pricing structure:

- **Video shortening:** 5 – 10 shorts per week [ksh 4000]

Final pricing can be customized based on your specific needs.

Next Steps

I'd love to discuss your vision in more detail and explore how I can help your brand achieve its social media goals. Please feel free to contact me at **+254754079047** to set up a meeting.

Thank you for considering my proposal. I look forward to the opportunity to work together and bring your brand's story to life!

Sincerely,

Cornelius Shava

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