**Client Proposal: Social Media Marketing Strategy for Local Café**

Hey [Client's Name],

Hope you're doing great! I wanted to reach out because I think we can really help boost your café's online presence and get more people through your doors. Right now, I’ve noticed that your social media activity is kinda quiet, and there’s a ton of potential to get more engagement and visibility.

**What We’ll Do**

We’ll put together a solid social media strategy that makes your café stand out and keeps customers coming back. Here’s the plan:

1. **Spice Up Your Content** – We’ll create fun, engaging posts that showcase your coffee, pastries, and cozy vibe. Think behind-the-scenes shots, customer features, and daily specials that make people want to visit.
2. **Boost Engagement** – We’ll interact with followers, respond to comments, and encourage customers to tag your café in their posts. More engagement = more reach!
3. **Run Awesome Promotions** – Let’s get creative with giveaways, special discounts, and loyalty programs to get people excited about visiting.
4. **Paid Ads That Work** – We’ll set up targeted Facebook and Instagram ads to bring in more foot traffic and get your brand in front of the right audience.
5. **Track & Improve** – We won’t just post and hope for the best. We’ll analyze what’s working and tweak the strategy to keep things fresh and effective.

**What You Get**

* A steady stream of high-quality social media posts
* More followers and better engagement
* Increased brand awareness and customer loyalty
* A strategy that actually gets results without wasting your time

**Cost & Timeline**

We can get started as soon as next week! Here’s what it’ll look like:

* **Monthly Social Media Management** – $1,200/month
* **Paid Ad Budget** – Flexible, based on goals
* **Setup Time** – About 2 weeks to get everything rolling

Let me know what you think! I’d love to hop on a quick call to go over any questions and fine-tune the plan to fit your needs. Looking forward to working together!

Best,  
[Your Name]  
[Your Contact Info]  
[Your Company Name]