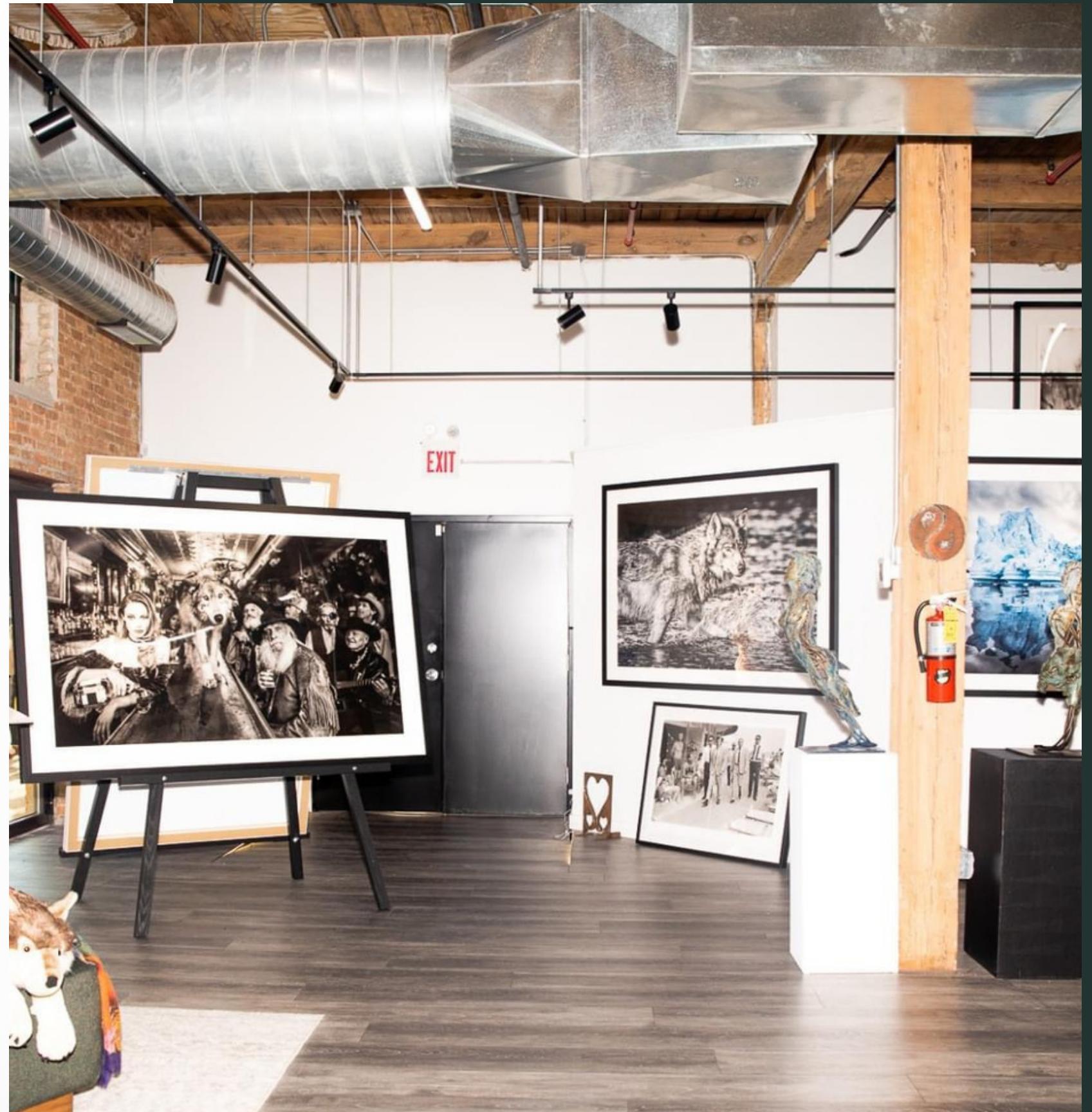




# DIGITAL MEDIA MANAGEMENT PROPOSAL



**MORGAN ARTS COMPLEX**  
BRIDGEPORT, CHICAGO





## OBJECTIVE

It is to reach a high-class target audience and convey an image of subtle elegance. The language used focuses on sophistication, excellence and exclusivity, in order to appeal to an audience seeking high quality art experiences and events. In addition, the use of captivating phrases and calls to action invites the public to explore further and visit the museum, encouraging participation and generating interest in the brand. In summary, the goal of social media management is to position the museum as a place of reference for those seeking special events and high-end celebrations, as well as a unique art experience.



## DIGITAL MEDIA MANAGEMENT PROPOSAL

### SAMPLES OF MANAGEMENT

Below we show some examples of management with respect to the different social networks so that you can visualize more effectively the management to be carried out.

## INSTAGRAM POST

Description: The objective of this post is to encourage our target audience to integrate art into the theme of your event, as it is an innovative and creative way to make your guests live a unique and enriching experience.

Title: Why integrate art into the theme of your event?

Copy: Integrating art into the theme of your event at "Morgan Arts Complex" can be an excellent option to create a unique and enriching experience for your guests. With a little creativity and the help of experts, you can create an unforgettable event that combines art, culture, fun and elegance.

#Arts #Events #Celebration #Creativity  
#Elegance #Experiences #Inspiration  
#MorganArtsComplex  
#UnforgettableEvents



Why integrate art into  
the theme of your  
event?



## TWITTER POST

Description: The purpose of this post is to inform our audience that thanks to our innovation of events in an artistic environment we have become a trend, because of our inspiring and personalized atmosphere, which reflects the identity and values of any special celebration.

Title: We are trendy in the organization of special events in our arts museum.

Copy: Art is a universal form of communication that connects people and generates positive emotions. By integrating art into your event, you are offering your guests a unique opportunity to enjoy and learn in a different way and this is the reason why more and more people choose us and thanks to them we are trending in the organization of events.

#UniqueSpaces #HistoryAndArt  
#Celebrations #SpecialOccasion #ArtsMuseum  
#EnrichingExperience



We are trendy in the organization of special events in our arts museum.



## FACEBOOK POST

Description: The main purpose of this post is to give our clients peace of mind knowing that we are the best choice for their special meetings and celebrations.

Title: "Morgan Arts Complex" An inspired environment for your meetings and special celebrations.

Copy: We offer you a wide variety of options to customize your event and make it unforgettable. We have an inspired and tailored environment for your meetings and celebrations. Whether you are organizing a corporate event or holiday, at Morgan Arts Complex you will find the perfect place to integrate art into the theme of your choice and create a unique and memorable experience. Contact us and start planning your event today!

#Arts #Events #Celebration #Creativity  
#Elegance #Experiences #Inspiration  
#MorganArtsComplex #UnforgettableEvents



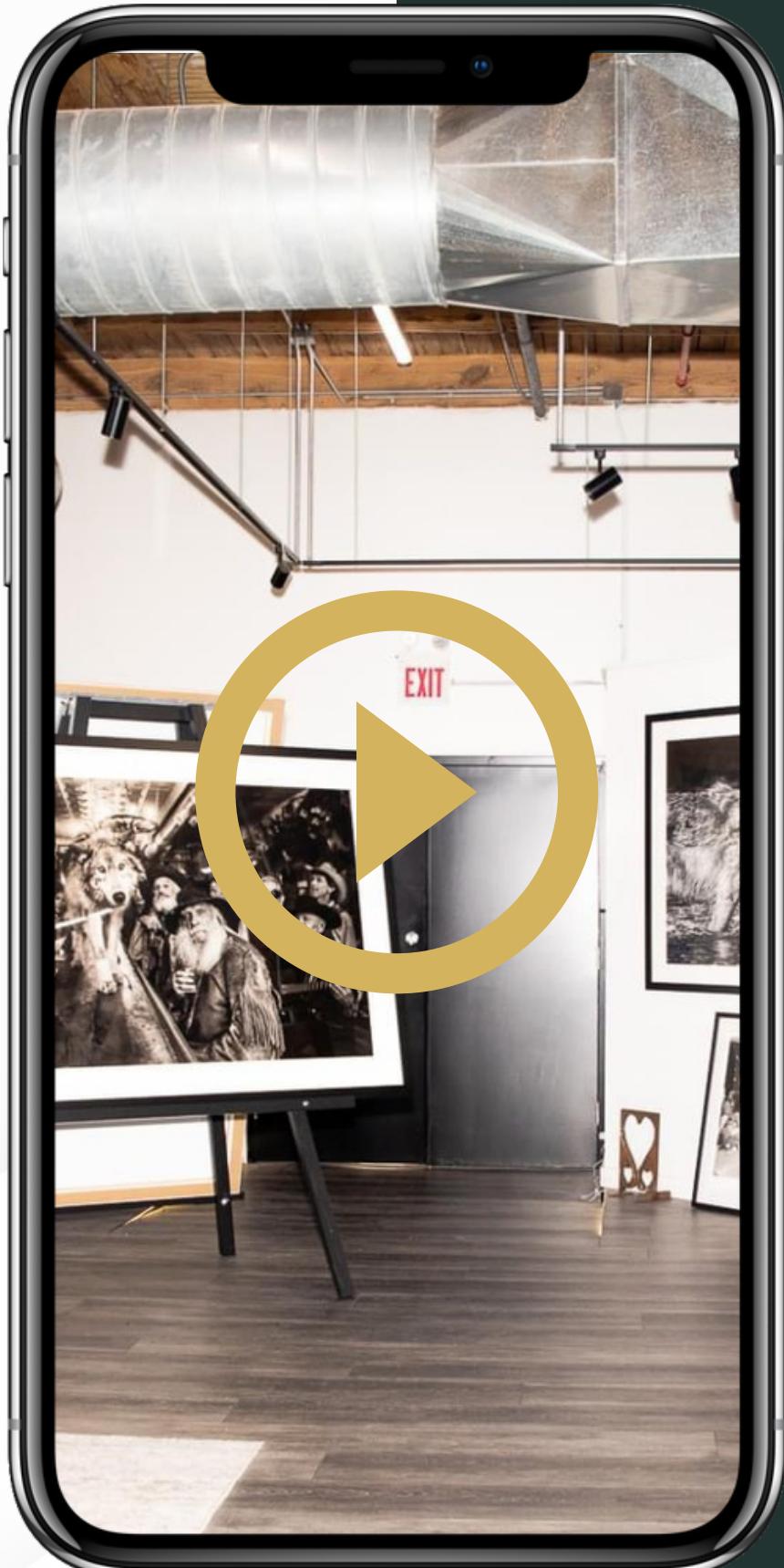
## TIKTOK POST

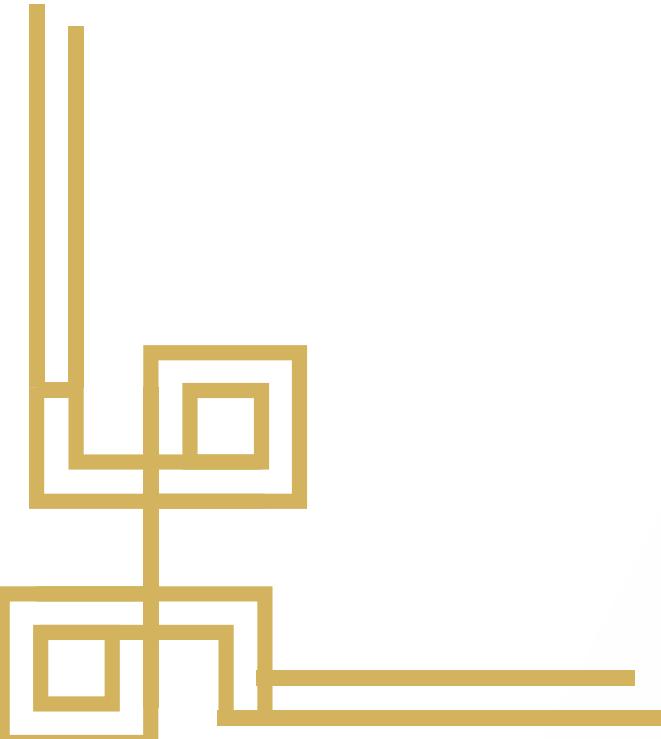
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#UniqueSpaces #HistoryAndArt  
#Celebrations #SpecialOccasion #ArtsMuseum  
#EnrichingExperience





**WE HOPE YOU HAVE  
ENJOYED IT AND THAT IT  
CAN HELP YOU MAKE A  
GOOD DECISION.**



**MAC**  
**DIGITAL MEDIA  
MANAGEMENT PROPOSAL**



## OUR SERVICES

They are based on being able to offer you everything you need as an entrepreneur to take your business to the next level.

We are a team of professionals in the areas of marketing, advertising, graphic design, copywriting, customer service and sales, in order to create strategies that can add value to your brand or business and have a professional appearance to the public.

Our plans are tailored to your needs. We are at your service.

Our Services

# Monthly Management Plans

They focus on adapting to the client's needs without neglecting everything that comes with professional and quality management.

- Content Writing
- Post Design** (image, carousel & small video clips)
- Promotional Videos
- Design of social network profiles
- Monthly scheduling and monitoring of content
- Analysis of statistics and account interaction
- Paid Advertising Management and Analysis
- On-line consulting
- Results and Strategies

	Start	Entrepreneur	Professional
15 Contents		20 Contents	30 Contents
13 Posts		17 Posts	26 Posts
2 Videos		3 Videos	4 Videos
Yes		Yes	Yes
1		2	3
Yes		Yes	Yes
\$450		\$600	\$800

30% additional for  
on-premise  
recording schedule

# TERMS & CONDITIONS

1. Additional services requested outside of the proposed marketing plan will incur an additional cost.
2. Customer data will be protected by the team in accordance with company regulations.
3. The marketing service must be paid in full (100%) prior to commencing the campaign.
4. The proposed number of posts in the plan will be published and scheduled equally across various social media platforms.
5. The additional 30% of the cost covers 4 hours of photography sessions and videos per month, which can be divided into 2 sessions in different locations.
6. Requesting a higher number of photography sessions per month will incur a cost of \$70 per hour.