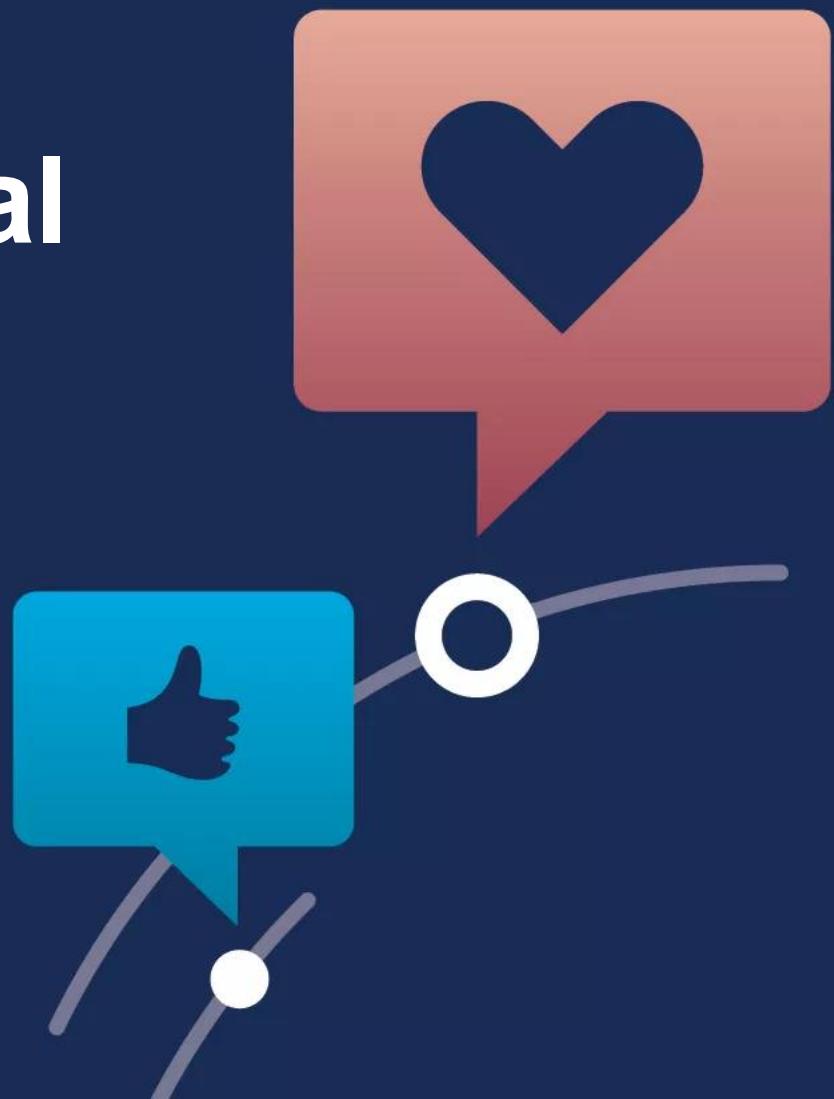


# Social Media Marketing Proposal



Dear Sir,

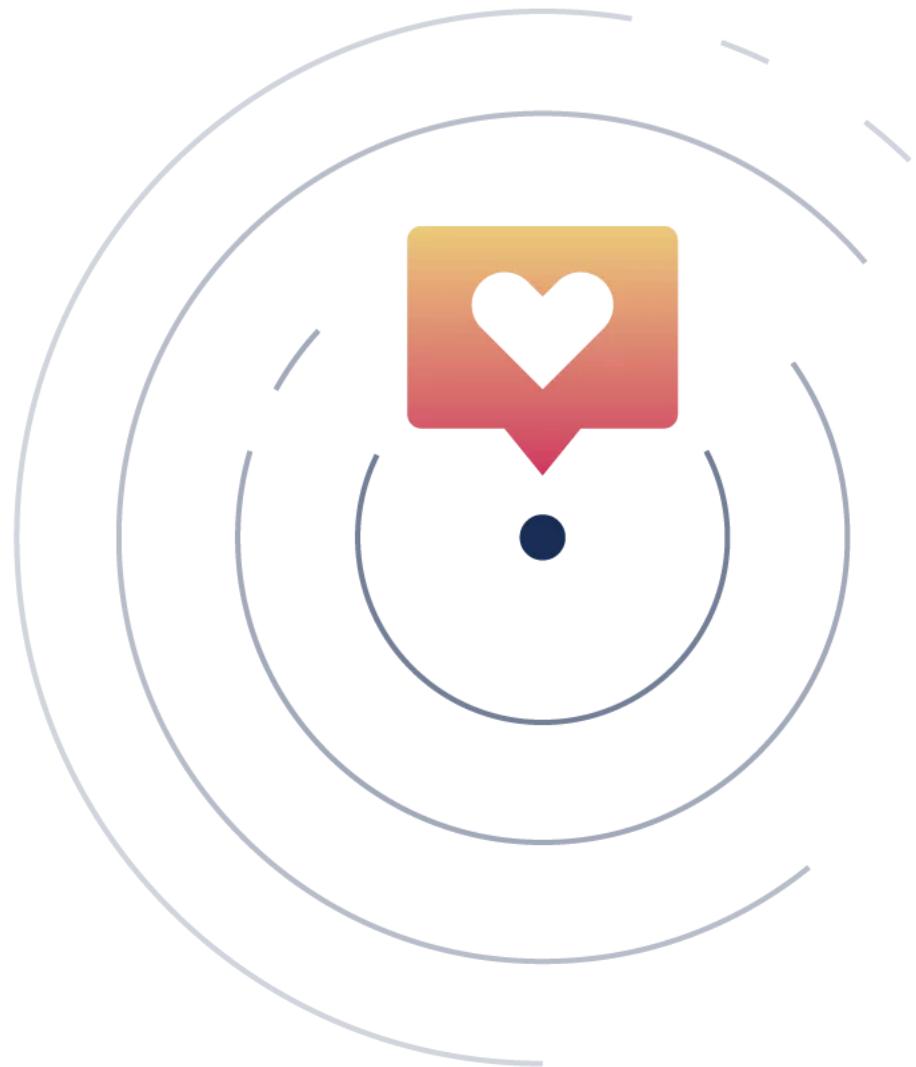
Thank you for considering INTELMO for your **social media marketing** needs. I'm glad we had the opportunity to connect so that my team and I could get a clear understanding of your social marketing expectations.

By using social media strategies and implementing procedures based on the results of extensive analysis, study of social media trends, and application of specifics unique to SIGNATURE HOSPITAL, we are confident in delivering effective results within your social media channels.

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. My contact information is below.

Thank you,



# Looking to Boost your **Social Media** Presence and Grow Annual Memberships?

**There's a lot of activity going on,  
but, you're missing out...**

More 20-30-year-olds are taking up services than ever before.

Exactly the same demographic are the highest users of social media channels like Facebook, Twitter, and Instagram.

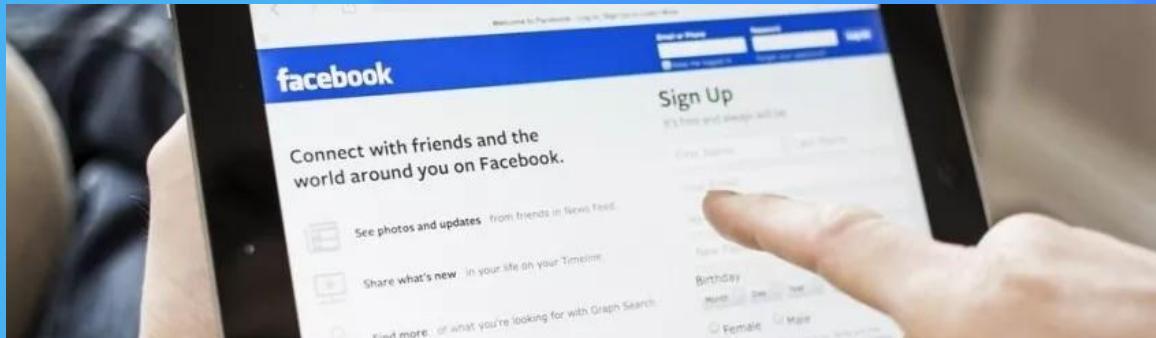
**We will help you take advantage of these platforms  
and reach audiences like never before.**



# Getting You Noticed

## Bringing Profiles up to Date

There are many standards and practices these days with social profiles which need to be kept up to date. Yours are currently more appropriate for the way the platforms were 3 years ago.



## Growing your Audience

Using Facebook's unique targeting, we can pinpoint fans of service in your area, competing for your services, etc. This will encourage more potential users to 'Like' and 'Follow' your pages and profiles.



## Content Calendar

It's vital to ensure there's a good amount of content being shared.

Our suggestion is you post tips and advice on your services, the best places to rank, grow business, new technologies and more, then use sponsored posts for things like offers, detailed of services and more.

# Social Media Manager Checklist

Daily



Weekly



Monthly



Quarterly

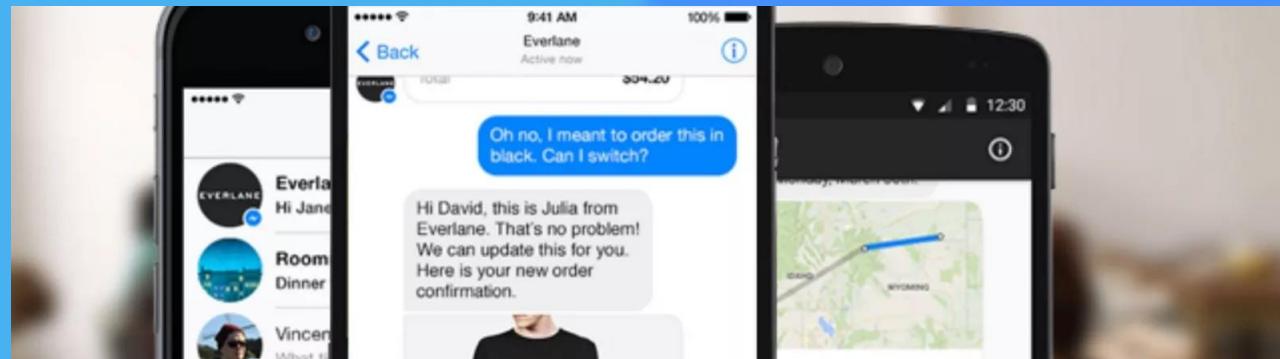


## Engagement plan

As you grow, you'll get comments, questions and more.

It's absolutely vital to ensure these are responded to in a timely manner. This is the kind of response that generates goodwill, sharing and more.

We'll work with you to "find your voice" as a company  
so we can respond in a suitable way.



# The Process

## Step 1: Finding Your Voice

It's no good posting in a super corporate way if your customers are typically 19-30 and talk mostly in emojis. Your account will be managed by the person most appropriate to communicate with your customers.



## Step 2: Paid Offers

You don't just want free content being posted.

It's great for getting shares and likes but every so often you need to ask for the sale. There's an art to this. Don't ask for the sale too much or it turns people off. Don't ask for the sale enough and the exercise becomes unsustainable.

Together, we will work out which content to promote and "boost".



### Step 3: Content Calendar

First, we work with you to figure out what kind of content you can produce and at what frequency. Together we'll decide an appropriate posting schedule that encourages engagement without burning you out.



"How long does it take?"

**It will take us about 25 days  
to get you completely up and running.**

# Executive Summary

## Creating Engaging Social Content

Beginning with quick yet thorough planning/preparation, our team 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/re-tweeting relevant news, "liking" posts, staying updated within the industry, and contributing our own unique content to broaden reach.

## Integrate Social Media Activity into Other Marketing Plans

With clear communication and monthly brainstorm 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.

## Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news, press releases, events, employee spotlights, and more.

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

## 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 current events, 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 its 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:

**Daily and Weekly Analytics** — Such as: follower growth, reach, Ads Running, comments, "likes", shares, re-tweets, 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.



# Your Investment

## The 'Hole in One' Guarantee.

Our pricing is set in a way that it won't actually cost you anything. Our guarantee makes sure that if it doesn't work then you don't pay.

**Yes, Really.**



## Our strategy for this is two-fold

1. We don't take on every client.

We've become very good at assessing whether we can help companies and we are very excited about helping you.

2. We grab the low hanging fruit available first. This funds future work.

**So, if you want that help - [sales@intelmo.net](mailto:sales@intelmo.net)**

**FACEBOOK MANAGEMENT**

Monthly management of your company Facebook Page

₹2000/month

**INSTAGRAM MANAGEMENT**

Monthly management of your company Instagram account

₹1500/month

**FACEBOOK ADS MANAGEMENT**

Per day running your company Facebook ads

₹900/day (Running 2 ads per day) 600 to 900 Views

**INSTAGRAM ADS MANAGEMENT**

Per day running your company Instagram ads

₹800/day



"We've already more than made our money back, not including the additional spend at the club.  
We're delighted."

# Guarantee

**Most businesses have a risk.**

**We want to completely remove that from you and place it on ourselves.**

It's simple; if we don't do what we say we're going to do then you don't pay.

**That's right...**

**If we don't deliver, you don't pay**

Two elements of what you're buying today are your engagement plan and the content calendar. Our guarantee to you is that if we miss responding to someone by 2 hours or miss posting content in accordance with your content calendar then the following month is on us.



**Can't say fairer than that.**

# Let's Get Started

If you would like to join us and become a client then we'd be delighted to have you.

## Next steps

1. Sign below by typing your name and hitting 'Accept'
2. We'll arrange the initial interview where we'll gather all the details we need.
3. We'll be in touch with your invoice details and will set up billing



We're ready to go, are you?

# Our Team

INTELMO is in the fun business of **marketing** through the various social **media channels** to drive web traffic, engage an audience, run social campaigns, and contribute unique content to follower base.

Founded by Mr. Sumit in 2012, INTELMO delivers proven social media marketing results. We are committed to influencing optimal revenue growth, while exceeding our client's expectations.

Our team is based in Delhi and our branches are in Norway, United State and United Kingdom. We are a group of passionate marketers, committed to the success of our clients

[www.Intelmo.net](http://www.Intelmo.net)

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