

**Social Media Management**  
**PROPOSAL**

Logixtec, July-2024

## INTRODUCTION

Logixtec is a leading IT services company that specializes in providing Software Development, Digital Marketing, and IT consultancy Services. Since our inception in 2016, we have been providing our valuable services to individuals and enterprises around the world, helping them grow and improve their business performance.

We are delighted to have the opportunity to work with you, a leading provider of high-quality products. at Logixtec, we are passionate about helping businesses like yours thrive in the digital landscape. As a registered marketing agency in UK, We bring extensive expertise and a track record of successful marketing campaigns to the table.

## OBJECTIVE

Our primary objective is to create your strong social media presence through strategic management and marketing. We aim to increase brand awareness, provide guidance on product features and benefits, promote exclusive offers and deals, and generate valuable leads within your target market.

STRATEGY OVERVIEW

To achieve these objectives, we have devised a comprehensive social media management and marketing plan. Our strategy includes the following key components:

STRATEGY COMPONENTS	DESCRIPTION
Audience Analysis	Conduct an in-depth analysis of the target audience's demographics, interests, and needs.
Social Media Platforms	Optimize and leverage key social media platforms for maximum reach and engagement.
Content Strategy	Develop compelling content that highlights the unique features and benefits of your product/business, including visually appealing graphics and engaging copywriting.
Influencer Collaborations	Forge partnerships with influential personalities to amplify brand visibility and credibility.
Social Media Advertising	Implement targeted ad campaigns to raise awareness, promote special offers, and drive leads.
Performance Tracking	Continuously monitor key performance indicators (KPIs) to assess campaign effectiveness and optimize accordingly.
Monthly Reporting	Provide comprehensive monthly reports, outlining campaign performance and actionable insights for further improvements.

## INVESTMENT

To achieve remarkable results, we propose a monthly retainer plan. This investment covers a wide range of services to ensure a robust and successful social media management and marketing campaign for your brand. Please find the breakdown of services and their respective costs in the table below:

Service	Silver	Gold	Platinum
Social Media Platforms	Facebook/Instagram	Any 3 platforms	Any 4 platforms
Monthly Posts/Stories	10	15	20
Videos/Reels/Gifs*	2	4	6
Keyword/Hashtag Research	Yes	Yes	Yes
Paid Ads (Engagement)**	2	4	10
Copywriting	Yes	Yes	Yes
Influencer Marketing***	No	Yes	Yes
Leads/Sales Campaigns**	1	2	Unlimited
Website Audit	No	Yes	Weekly Reporting
SEO Fixes of Website	NO	Minor	All On-Page
GMB Update	No	No	Weekly
Sales Funnel Meeting	No	NO	Monthly
Blogs for Traffic on Website	No	No	1 /Weekly
Reporting	Monthly	Monthly	Weekly
Monthly Retainer Cost	\$150	\$ 200	\$ 250

\$150 will be charged to new businesses as a setup cost. Setup will include social media accounts setup (including ad accounts setup and website connectivity for analytics).

\* Videos/Reels count will be included in monthly posts plan.

\*\* Separate budget will be allocated and charged for ad campaigns.

\*\*\* The charges of influencers are not included in given plan.

## NEXT STEP

We are excited about the opportunity to collaborate with you and help you achieve your social media and marketing objectives. To move forward, we suggest scheduling a meeting to discuss your specific needs, goals, and any additional requirements you may have. During this meeting, we can further customize the proposal to ensure it perfectly aligns with your vision and expectations.

We look forward to the possibility of partnering with you and driving the success of your business through effective social media management and marketing.

Thank you for considering Logixtec as your marketing partner. We are excited about the prospect of working together.

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