



Social Media Management Proposal

Client Name: Brain e kids College

Service Provider: N Media Labs

Plan Duration: 3 Months

Platforms Covered: Instagram, Facebook, Google My Business (GMB)

Monthly Deliverables: 8 Posts + 7 Reels

Total Charges: ₹7,000/month + 18% GST

Special Offer for 3-Month Plan: ₹20,000 (₹1,000 Discount)

Bonus: Up to 2 Complementary Posts per Month

Proposal Overview

Dear Team at **Brain e kids College**,

We are pleased to offer an updated social media marketing package aimed at enhancing your school's digital presence, engaging parents effectively, and increasing student admissions. With our experience in educational branding, this 3-month plan ensures a strategic and consistent presence on key platforms.

Scope of Work

Social Media Management

- Platforms: Instagram, Facebook, Google My Business
- Regular updates, timely interaction with followers, and content scheduling

Content Creation & Strategy

- **8 Professionally Designed Posts/Month** (Admissions, Activities, Highlights, etc.)
- **7 High-Quality Reels/Month** with:
 - Content planning
 - video shoot direction (if needed)
 - Professional editing & optimization
 - **Up to 2 Complementary Posts/Month** (Festive greetings or special occasions)
 - Captivating captions and hashtags for reach boost
 - Story updates to maintain engagement



✓ Performance Reporting


- Monthly performance reports (reach, engagement, follower growth)
- Strategy tweaks based on audience response

✓ Advertising Management (Optional)

- Facebook/Instagram Ads handled at **20% of Client's Ad Budget**

Pricing & Offer






Duration	Standard Cost	Discount	Final Price
3 Months	₹21,000	₹1,000	₹20,000 + 18% GST

 **Bonus:** 2 extra festive or celebration-based posts per month — completely free!

Why Choose N Media Labs?

- ✓ Experts in School & Preschool Marketing
- ✓ Strategic, Engaging, and Consistent Content
- ✓ End-to-End Service: From planning to execution
- ✓ Data-Driven Approach with Visual Excellence
- ✓ Friendly Support & Timely Delivery

Expected Results & KPIs

-  Increased Engagement – More comments, likes, and shares
-  Better Reach – Grow audience in Dhar & nearby areas
-  Higher Inquiries – Boost in WhatsApp/DM leads
-  Stronger Branding – Become the go-to school for parents
-  Measurable Growth – Real numbers from real strategies

Let's Begin!

We'd love to collaborate with Brain e kids College and help you create an impactful presence across digital platforms during this crucial admission period.



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Prepared By:

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Date: July 1, 2025

